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Nuremberg, 1 July 2020

## **NürnbergMesse Off to a Good Restart in China**

- **NürnbergMesse China relaunches events business on 1 July**
- **Begins restart for the entire NürnbergMesse Group**

**Business is beginning again at last. After an interval of nearly six months, NürnbergMesse China is again holding events in Shanghai. The BIOFACH CHINA, NATURAL EXPO CHINA and CRAFT BEER EXHIBITION & CONGRESS trade shows, along with the PACK-iD conference, will sound the bell for a successful restart of NürnbergMesse Group operations in China.**

The four events, to be held under strict standards for hygiene and safety, are expected to attract some 300 exhibitors as well as 13.000 visitors and conference attendees from the organic food industry, the craft beer scene, and the packaging industry.

Darren Guo, Managing Director of NürnbergMesse China, is pleased at the enthusiastic response to the restart. “We’ve had a clear message from our customers that they need our trade shows as platforms to get their businesses up and running, and the entire economy along with them. My team has invested a great deal of work to make sure we can all get back in operation.”

The China restart is pointing the way for the entire trade events business around the world, and thus also for Nuremberg as a venue. “We’re delighted that the events business is off to such a good start in China, and we hope it will signal a restart and generate significant momentum for the entire NürnbergMesse Group“, says NürnbergMesse CEO Dr Roland Fleck. His fellow CEO Peter Ottmann is equally confident. “We’ve started well in China, and will be just as successful when we restart events in Bavaria on 1 September – holding professionally organised trade events in a variety of formats that include exemplary compliance with the rules for social distancing and hygiene.”

The four events to be held in Shanghai from 1–3 July had originally been scheduled for May 2020, and had to be postponed because of the coronavirus.

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China was the first country to feel the impact of restrictions imposed because of the virus.

### **About NürnbergMesse Group**

NürnbergMesse Group is one of the 15 largest trade fair companies in the world. It comprises NürnbergMesse GmbH and its 15 subsidiaries and affiliates. The company employs more than 1,000 people at ten locations in Germany, Brazil, China, India, Italy, Greece, Austria and the USA. NürnbergMesse Group also has a network of international representatives operating in more than 100 countries. Its portfolio includes around 120 German and international trade fairs and congresses in analog, hybrid and digital formats. Every year, up to 35,000 exhibitors (international contingent: 44%) and up to 1.5 million visitors (26% from outside Germany) take part in the Group's own, partner and guest events.

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