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Electrifying: NürnbergMesse launches new automotive sector cooperation in China

- **Announcement at Auto Shanghai: an exclusive partnership agreement between NürnbergMesse China and CAR – Center Automotive Research (D+S Automotive GmbH)**
- **Conferences and events for the automotive industry planned for China, in cooperation with German mobility expert Prof. Dr Ferdinand Dudenhöffer**
- **German and Chinese know-how to advance concepts for the mobility of the future**

At the opening of Auto Shanghai 2021, the CAR institute of internationally famed mobility expert Prof. Dr Ferdinand Dudenhöffer and NürnbergMesse China issued a memorandum of understanding announcing an exclusive partnership. The idea behind the project was explained by NürnbergMesse Group Joint CEO Dr Roland Fleck: “We are two conference specialists who share the goal of developing events about the mobility of the future and holding them in China.” Dudenhöffer’s “Car Symposium” in Bochum, Germany, has been a major gathering point for leading thinkers in the international automotive industry for more than 20 years. And now his organisation will be working with NürnbergMesse China to develop event formats specifically focussed on the Chinese automotive market. “China’s automotive market is a driving force for the world. Even as the global economy falters, this industry is already presenting again at trade shows in Shanghai,” says automotive expert Dudenhöffer. And with its automotive-related trade shows and conferences in Shanghai, NürnbergMesse China brings its broad network within China and a deep knowledge of the industry into the new arrangement. “Our Chinese subsidiary is a successful specialist in high-tech fields. Its events in Shanghai offer platforms for these industries’ leading operators and their innovations”, adds NürnbergMesse Group Joint CEO Peter Ottmann.

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CAR's automotive events are among Germany's leaders, with conferences like the CAR Symposium founded by Dudenhöffer, and the CAR Connects career event. In cooperation with NürnbergMesse China, CAR now plans to benefit from the strong network that NürnbergMesse's Chinese subsidiary has built up. That will enable both partners to take advantage of the experience gained from established events in China. For instance, NürnbergMesse China organises CHINA DIECASTING (die-casting technology) and EVTec (e-mobility), two events closely affiliated with the Chinese automotive industry. And the Nuremberg-based "embedded world" event – the leading international trade show for embedded systems – also has strong ties with the international automotive industry and with the mobility of the future. "We have expertise as an organiser of international events in China, as well as a strong network in the automotive industry's various segments," says **Darren Guo**, Managing Director, NürnbergMesse China, looking forward to the new partnership.

While the Third Wave of the pandemic seems to be on the rise in Europe, China's economy – and with it, the country's immense automotive market – is already bustling again. And the exhibitions industry is lending its support.

About CAR / D+S Automotive GmbH

CAR – Center Automotive Research, of Duisburg, is a private research institute that focuses on all aspects of mobility. Its events and its network of experts are the achievements of Prof. Dr Ferdinand Dudenhöffer and D+S Automotive GmbH.

Its emphases include both international automotive events and mobility studies focussing on the automotive and automotive-supply industries. Its various event formats inject added impetus into the study of important questions of the mobility of the future, bringing together experts and new knowledge, companies and young professionals, industry and science.

www.car-future.com

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 eleven 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. 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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