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NürnbergMesse is ready for restart

- **Bavarian state government decides to resume exhibition operations from September 1, 2021**
- **Opening perspective ensures more planning security for exhibitors and visitors**
- **Hygiene concept: NürnbergMesse well prepared for planned restart of exhibition in autumn**

In its cabinet meeting today (Tuesday), the Bavarian state government decided on further easing of the Corona measures and named a clear opening perspective for the exhibition industry: if the infection situation continues to develop favorably, the resumption of exhibition operations is possible by September 1, 2021 at the latest. For Dr Roland Fleck, CEO of the NürnbergMesse Group, this is an important sign for all exhibitors and visitors to the exhibitions taking place in the fall: "We welcome the decision of the Bavarian State Government, which is taking an important and correct step with its decision today! The possible restart on September 1 gives our customers more planning security and perspective for our exhibitions in the fall." NürnbergMesse CEO Peter Ottmann believes the exhibition company and its service partners are well prepared for the planned restart: "Since the start of the Corona pandemic, we have been in constant exchange with the health authorities. Together, we have developed a comprehensive hygiene concept that makes safe trade fair operations possible. At the same time, a restart of the exhibition in September will provide the urgently needed economic impetus for the exhibition and congress city of Nuremberg."

The entire Nuremberg Metropolitan Region is eagerly awaiting the resumption of the trade fairs and congresses. The opening perspective in September lets many industries breathe a sigh of relief whose business is connected with the events of NürnbergMesse, such as the hotel industry, gastronomy, transport companies and exhibition stand builders. Due to the cancellation and postponement of events at the Nuremberg exhibition center, purchasing power effects of 1.55 billion euros failed to materialize last year in Germany alone.

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European Major Exhibition
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The Global Association of
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Planning for exhibition autumn in full swing

The announcement by the Bavarian state government strengthens the ongoing preparations for the restart of the exhibition autumn 2021 in Nuremberg. The first event planned is the **European Coatings Show 2021** in Nuremberg from Sept. 14-16, 2021. Around 500 exhibitors have already registered for the leading trade show of the international coatings and paint industry. From September 28 to 30, **FACHPACK**, the European Trade Fair for Packaging, Technology and Processes, will follow. Even before the state government's announcement, nearly 800 exhibitors had registered for the event, which is being planned on-site with additional digital offerings. Following the announcement, exhibitor and visitor registrations should continue to increase. Numerous other leading international trade fairs and congresses are planned for the Nuremberg Autumn Trade Fair season, and today's decision will give them the strong tailwind they had hoped for.

About the NürnbergMesse Group

NürnbergMesse is one of the 15 largest exhibition 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. The portfolio covers some 120 national and international exhibitions and congresses in analogue, hybrid or digital form. Every year, about 35,000 exhibitors (international share: 44%) and up to 1.5 million visitors (international share of trade visitors: 26%) participate in the own, partner and guest events of the NürnbergMesse Group.

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