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Nuremberg, 20 July 2021

NürnbergMesse is back in the game

- **Bavarian State Government confirms: Exhibition restart from 1 August**
- **Comprehensive hygiene and access concept clears the way for attendance events in the second half of 2021**
- **Autumn 2021: over 30 events worldwide, eleven of them in the Nuremberg Exhibition Centre**

In its cabinet meeting today, the Bavarian State Government gave the green light for the restart of the exhibition industry. As early as 1 August 2021 – and not 1 September as previously planned – trade fairs and congresses will once again be allowed to take place in Bavaria. For Dr Roland Fleck, CEO NürnbergMesse Group, the decision is a vote of confidence in the professional work of the Bavarian exhibition companies: "We are very pleased that the Bavarian State Government is expressing confidence in the exhibition industry and that exhibitions and congresses will be possible again as early as 1 August. With a complete hygiene and access concept already developed, we will prove that events can be held professionally and safely again in the Nuremberg Exhibition Centre!"

The hygiene and access concept was developed in cooperation between the Bavarian State Government and the Bavarian trade fair companies and successfully tested in practice at a pilot trade fair in July. "NürnbergMesse had a long hiatus when it came to presence events – but now we are finally back in the game," says NürnbergMesse CEO Peter Ottmann, delighted with the Bavarian State Government's decision: "My sincere thanks go to the Bavarian trade fair companies for their collegial cooperation! The detailed hygiene concept for our events is now being drawn up in accordance with the updated version of the Bavarian framework hygiene concept and will be published shortly. Our aim is that, exhibitors, visitors and service partners to experience a successful exhibition autumn in Nuremberg together with us!"

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The Global Association of
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Nuremberg's Lord Mayor Marcus König reacts with relief: "Our city can once again take on the role that suits it best – being host! Together with NürnbergMesse and the numerous companies in the exhibition industry, we are looking forward to the long-awaited new start in August!"

Components of the holistic hygiene and access concept are well-ventilated exhibition halls, the 3-G strategy, compliance with distancing, hygiene, mask-wearing and ventilation rules, airy layout planning, spacious layouts, virus testing, infection tracing and professional service providers taking care of cleaning and the management of visitor flows.

Full programme in autumn 2021

With the green light from the Bavarian State Government, nothing stands in the way of the fairs in Nuremberg in autumn 2021. Exhibitors and visitors can look forward to over 30 events worldwide, eleven of them in Nuremberg, and now have the necessary planning security thanks to the political decision. Things get underway at the Exhibition Centre with FACHPACK, from 28 to 30 September. Around 700 exhibitors have already registered for the trade fair for packaging technology. This will be followed in October by Europe's biggest trade fair for IT security, it-sa, from 12 to 14 October. Its exhibitor registrations have already reached the level of 2017. The attendance fairs will continue to be supplemented by a diverse online programme, which exhibitors and visitors can use to network outside of the fair.

About the NürnbergMesse Group

The NürnbergMesse Group is one of the 15 largest exhibition companies in the world. It includes NürnbergMesse GmbH and that company's 15 subsidiaries and affiliates. The Group employs more some 900 people at eleven locations in Germany, Brazil, China, India, Italy, Greece, Austria and the USA. It also has a network of international representatives in more than 100 countries. Its portfolio comprises some 120 national and international exhibitions and conferences held in person and as digital events, focussing on five general fields: Retail & Consumer Goods, Building & Construction, Process Technology, Electronics & Security, and Social & Public. Its events safeguard jobs; generate tax revenues as well as billions of euros in purchasing power effects each year, making NürnbergMesse a major economic engine for the Nuremberg metropolitan region and Germany as a whole.

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