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## **NürnbergMesse Italia: Overcoming the crisis with high tech**

- **B2B trade fair “Focus on PCB” premieres May 18 and 19, 2022, in Vicenza, Italy**
- **Annual trade fair with conferences and forums planned for the booming printed circuit board market**

**The Italian subsidiary of the NürnbergMesse Group will be launching its own new event on May 18 and 19, 2022. “Focus on PCB” is the first European trade fair that is exclusively focused on the topic of printed circuit boards, the carriers of electronic components that can be found in almost any electrical device. The event is to be held at the Vicenza exhibition venue in the Veneto region and is being organised by NürnbergMesse Italia and Assodel (Assodel è l'Associazione Distretti Elettronica in Italia), the Italian Association of Electronics Distributors. NürnbergMesse CEO Peter Ottmann finds this expansion of the trade fair portfolio especially noteworthy: “The Italian people and economy were severely hit by the coronavirus pandemic. The way our colleagues in Milan have overcome this crisis is impressive!” His CEO colleague Dr Roland Fleck adds: “We’re very pleased that our subsidiary is now launching a high-tech event, which also advances our plans for internationalisation in Italy!” For NürnbergMesse Italia’s Managing Director Stefania Calcaterra, this next stage of growth is also an acknowledgment. “I would like to thank Assodel for the trust it has shown us by organising ‘Focus on PCB’. We’re both proud and confident that the market will welcome the trade fair for printed circuit boards.”**

For Luca Giovelli, Head of the PCB Group and Managing Director of Finline Italien, the choice of NürnbergMesse as organizer was strategic. “The Assodel PCB Group wants to extend its reach both nationally and internationally. That’s why we decided to work with the Italian subsidiary of NürnbergMesse, which is known for its professionalism and its reliability.”

“Focus on PCB” is the first and only European B2B trade fair that focuses solely on printed circuit boards. As an annual event, it will bring together industry representatives, insiders, PCB developers and end users from leading

NürnbergMesse GmbH  
 Unternehmenskommunikation  
 Corporate Communications  
 Messezentrum  
 90471 Nürnberg  
 Germany

T +49 9 11 86 06-82 48  
 F +49 9 11 86 06-12 82 48

presse@nuernbergmesse.de  
 www.nuernbergmesse.de

Vorsitzender des Aufsichtsrates  
 Chairman of the Supervisory Board  
 Albert Füracker, MdL  
 Bayerischer Staatsminister der  
 Finanzen und für Heimat  
 Bavarian State Minister of Finance  
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companies. The event will also include conferences and forums in which PCB experts will analyse the booming market's potential. Various workshops and technology seminars will focus on the many types of printed circuit board and their uses, from single-sided, double-sided, multilayer, flexible and rigid flex PCBs to PCBs with a metal core and 3D-printed circuit boards. "The most important requirements for competing in this market segment are professionalism, specialised knowledge, technological expertise and quality. This is what we're aiming for with Focus on PCB," says Giovelli.

A PCB serves as a mechanical mounting surface and provides electronic connections. Almost every electronic device contains one or more PCBs, which consist of an electrically insulating material and the conductive connections mounted on it.

For more information on Focus on PCB, visit: [www.focusonpcb.it](http://www.focusonpcb.it)

#### **About the NürnbergMesse Group**

NürnbergMesse Italia has been active in the Italian market since 2009 as a subsidiary of 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, focusing 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.

#### **Contacts for press and media**

Dr Ulf Santjer

T +49 9 11 86 06-80 28

M +49 170 56 58 228

[ulf.santjer@nuernbergmesse.de](mailto:ulf.santjer@nuernbergmesse.de)

Maximilian Hensel

T +49 9 11 86 06-85 15

M +49 170 70 57 646

[maximilian.hensel@nuernbergmesse.de](mailto:maximilian.hensel@nuernbergmesse.de)

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