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Nuremberg, 15.03.2023

embedded world goes West

- **embedded world North America exhibition premieres in 2024 in the “Silicon Hills”, Austin, Texas**
- **New exhibition and conference format organized by subsidiary NürnbergMesse North America Inc.**
- **NürnbergMesse continues its global growth programme with a second international edition of embedded world after China**

NürnbergMesse is expanding westward with its embedded world exhibition: The first embedded world North America will be held in the “Silicon Hills” of Austin, Texas, the heart of the US computer and software industry, from 8 to 10 October 2024. Following the premiere of embedded world China in Shanghai from 14 to 16 June 2023, the North American edition will be the second international offshoot of this successful Nuremberg-based exhibition: “Embedded systems are now found in almost every smart device and form the basis for Industry 4.0,” says Prof. Dr Roland Fleck, CEO NürnbergMesse Group. “Accordingly, there is strong demand from abroad for a further international industry platform, which we will make available in the US in the future.” Fleck’s co-CEO Peter Ottmann adds: “With our new events in the US and China, we are also meeting the regional wishes and needs of our exhibitors and trade visitors in these two key embedded sector markets, while simultaneously pressing ahead with our own rigorous international growth programme.”

The concentration of major industry players such as AMD, Apple, Dell, Google, Hewlett-Packard, IBM, Oracle and Wincor Nixdorf makes Austin the perfect venue for the first embedded world North America, which will be held in two exhibition halls at the Austin Convention Center. “North America has traditionally played a key role in the development of the embedded sector, and it still does with innovations,” says Dr Axel Sikora, Chair of the embedded world Conference and the embedded world Advisory Board. “We therefore firmly believe that embedded world North America will quickly find its place in the global network of the embedded community. I am very much looking forward to this trailblazing event.”

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In looking after the US market in the future in collaboration with its partner WEKA FACHMEDIEN GmbH, NürnbergMesse will be meeting the wishes of the embedded world exhibitors: In an exhibitor survey, they expressed interest in taking part in a US offshoot of embedded world: “Although there are various events for the electronics sector in the US, there are none that focus on embedded systems,” says Benedikt Weyerer, Executive Director embedded world. “We are now closing that gap with embedded world North America.”

The new event will be organized and run by the US subsidiary of NürnbergMesse, headquartered in Atlanta. “We will develop an exhibition and conference format that perfectly adapts the successful design of the leading exhibition in Nuremberg for our customers in the US, providing a stage for both expertise and products in equal measure,” says Bill Ingwersen, Managing Director of NürnbergMesse North America Inc.

Further information on embedded world North America is available at: www.embedded-world-na.com

About WEKA FACHMEDIEN GmbH

WEKA FACHMEDIEN GmbH successfully supports decision makers as a professional media partner. WEKA FACHMEDIEN provides reliable advice and information in the fast-growing and rapidly changing markets of electronics (in English, German and Chinese), ICT and automation – with a total of 15 media brands including Markt&Technik, Elektronik, DESIGN&ELEKTRONIK and elektroniknet.

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 than 1,000 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. As an employer and organiser of major events, NürnbergMesse

assumes responsibility for people and the environment. It shapes its corporate actions in accordance with the 17 UN SDGs with the aim of achieving climate neutrality in energy supply by 2028.

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