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## **Happy birthday! NürnbergMesse India celebrates 10 years of success**

- **Indian subsidiary celebrates its 10-year anniversary with employees, customers, and partners in Bengaluru**
- **Success story: More than 70 exhibitions highlighting Indian growth sectors, drawing 1 million visitors**
- **Premiere: New trade conference focusing on sustainability and supply chain management planned in New Delhi in September**

As it celebrates its 10-year anniversary, NürnbergMesse India can look back on an impressive success story. Founded in April 2013, the NürnbergMesse subsidiary has already organised more than 70 events and welcomed around a million visitors. Today, it is one of the leading exhibition companies on the Indian sub-continent. At a company celebration attended by employees, customers, and partners and especially dedicated to the topic of sustainability, the two CEOs of NürnbergMesse were also on hand to congratulate the Indian subsidiary: “With exhibitions highlighting India’s growth sectors such as wood processing, film, and organic food, NürnbergMesse India has staged powerful platforms for Indian and international companies for more than a decade”, said Prof. Dr. Roland Fleck, CEO NürnbergMesse Group. His CEO colleague Peter Ottmann added: “We are here today to thank and honour our Indian subsidiary. What began 10 years ago with a bold idea has since become one of the main pillars of the international exhibition business of the NürnbergMesse Group!” In the coming years, NürnbergMesse India will put sustainability at the centre of its activities. “We want to continue growing our business with innovative exhibition concepts highlighting sustainable technologies, but we also want to organise sustainable exhibitions,” said Sonia Prashar, who has been NürnbergMesse India’s CEO ever since the subsidiary was founded.

Against the backdrop of the anniversary celebration, the exhibition company CEO announced a premiere: Beginning in September 2023, the SUSTAINABLE SUPPLY CHAINS INDIA Conference will represent a new

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event format focused on supply chain management and sustainability and devoted to ecologically and socially responsible business practices. At this three-day event in New Delhi, international pioneers in the field of sustainable supply chain management will present their best practices on the path to a sustainable future.

### **Sustainability initiatives in India**

The government of India is promoting the development of sustainable manufacturing with many different initiatives, including “Make in India”, “Atmanirbhar Bharat” (“Self-Sufficient India”), “Zero Defect & Zero Effect”, and “National Mission for Sustainable Agriculture”. As this year’s holder of the G20 presidency, India is placing a high priority on measures to combat climate change under the slogan “One Earth, One Family, One Future”. NürnbergMesse India is already contributing to these initiatives by providing platforms for sustainable products and technologies such as BIOFACH INDIA and organising sustainable exhibitions.

### **The NürnbergMesse India success story**

NürnbergMesse first ventured into the Indian market in 1992 by organising a pavilion for German companies at the Agrotech Exhibition in the northern Indian city of Chandigarh. Since that time, NürnbergMesse has also been represented on the Indian sub-continent by the Indo-German Chamber of Commerce (IGCC). The next step was to organise the first-ever BIOFACH India in 2009. After many other successful exhibitions, NürnbergMesse founded a wholly owned subsidiary in India in 2013. Today, this company has 49 employees working at offices in New Delhi, Mumbai, and Bengaluru. By winning the right to organise the “Wood Events” in 2018, NürnbergMesse India established itself as one of the leading exhibition companies on the Indian sub-continent.

### **India as a growth market**

Today, NürnbergMesse India’s portfolio encompasses 17 exhibitions and conferences devoted to different sectors such as organic food, wood processing technology, broadcasting and infotainment, mattresses, and passive fire protection. India is one of the world’s largest markets. The growth and success of Indian commerce and industry have been aided by streamlined business regulations, infrastructure improvements, and incentives for manufacturing enterprises.

### **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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