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NürnbergMesse back on track for success

- **The 2022 exhibition year – shortened to March-December because of COVID-19 – concludes with a profit of EUR 3.3 million**
- **Sales leap to EUR 257 million**
- **About a dozen new event formats planned round the world for 2023/24**
- **Outlook: Sales target of about EUR 230 million for cyclically less busy 2023 exhibition year**

NürnbergMesse bounced back strongly in 2022. Once COVID-prompted event restrictions were lifted, the exhibitions company enjoyed lively growth for the year, even though the restrictions had kept trade fairs and conferences in Germany from reopening until March. With 155 events round the world (2021: 57), 23,457 exhibitors (2021: 5,493), and 989,338 visitors (2021: 315,440) on 841,612 square metres of net space (2021: 176,558 square metres), sales leapt to EUR 257 million (2021: EUR 68.6 million), to yield a positive net income of EUR 3.3 million for the year (2021: EUR –42 million). “The pandemic made 2022 a shortened fiscal year for us. But three strong quarters were enough to put us back on track for success. Our clients want to meet up again in person at trade fairs – as we’re seeing not just in Nuremberg, but worldwide,” said a pleased Prof. Dr Roland Fleck, NürnbergMesse Group CEO. His colleague as joint CEO, Peter Ottmann, is also confident about the future: “The exhibitions business is recovering at a blistering speed worldwide. Our trade fairs are back on track for success.”

In fiscal year 2022, NürnbergMesse organised a total of 88 events in Germany and another 67 internationally. Lively attendance at these events – including those that had been rescheduled to summer and autumn of the year – yielded plainly positive financial results. Sales, at EUR 257 million, fell roughly between the levels for 2012 and 2016 (EUR 236 and 288 million, respectively) and represented the fourth-highest figure in company history. After two years of heavy losses owing to the coronavirus, the accounts have gone back to showing a positive net income of EUR 3.3 million (2021: EUR –42.0 million; 2020: –68.6

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million). EBITDA climbed to EUR 32.3 million (2021: EUR –4.4 million). During the year the company also lifted its COVID-necessitated hiring freeze, investing in personnel so that the workforce climbed slightly in 2022 to an average of 1,011 employees worldwide (2021: 946), 545 of them in Nuremberg (2021: 532). New jobs opened up especially in core lines of business, which concentrate on trade fairs, conferences and digital platforms.

Investing in a sustainable exhibition centre

NürnbergMesse continues to invest heavily in its exhibition venue, with the aim of making the facility's energy supply CO₂-neutral by the end of 2028. Before 2024 is out, some 21,000 photovoltaic modules will be installed on the exhibition hall roofs and combined with a second-life battery storage system. By the end of the current year, some 9,500 of these modules will be installed on Halls 3, 3A and 3C; over half of them will go into operation this year to supply the site with electricity.

New trade fair formats round the world

A good dozen new products will appear in the NürnbergMesse exhibition portfolio in 2023 and 2024. The first half of 2023 has already seen six trade fair debuts: the Haus Decor Show in São Paulo, embedded world China in Shanghai, EUROGUSS MEXICO in Guadalajara, FSBI – Fire Safe Build India in Mumbai, PAINTINDIA North Edition in New Delhi, and LEGAL REVOLUTION in Nuremberg. Another five premieres are slated for the second half of the year: the Brazilian Footwear Show in São Paulo, the Pacific Coatings Show in Jakarta, the SSCI sustainability conference in New Delhi, and GLOBALPACK in Athens. Next year, embedded world North America will celebrate its debut in Austin, Texas.

A few weeks ago, Messe München and NürnbergMesse, two of Germany's biggest exhibition organisations, made history. To consolidate their leading positions in the world market still further, the two companies combined their drinktec and BrauBeviale trade fairs into a joint venture, YONTEX, headquartered in Nuremberg. The managing director is Rolf Keller, formerly a unit manager at NürnbergMesse.

Outlook

Another roughly 75 events all over the world are in the programme for the second half of 2023 – 40 of them in Nuremberg. Based on the good booking figures, NürnbergMesse expects sales of about EUR 230 million, even though the 2023 year cyclically has a lighter events schedule.

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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