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NürnbergMesse invests in exhibition organizer trendfairs

- **New subsidiary, focussing on interiors, lifestyle & technology, joins NürnbergMesse Group in December**
- **High-end specialty trade fairs in Germany and Austria, and in Switzerland from November 2024, strengthen events portfolio**
- **Customers expected to benefit from synergies in trade fairs, procurement and knowhow transfers**

NürnbergMesse Group has acquired a majority interest in trendfairs GmbH, a premium organizer of specialty trade fairs, based in Fürth and Munich. The new addition's portfolio includes five high-end B2B events in interiors, lifestyle and technology, currently held in Germany and Austria, with a new one in Switzerland to arrive soon. "In trendfairs we gain a top-notch exhibition organizer whose excellent event expertise, impressive understanding of its customers, and perfectly fitted formats have consistently roused enthusiasm among exhibitors and visitors for years," says NürnbergMesse Group CEO Peter Ottmann, welcoming the new acquisition. Michael Rambach, Managing Shareholder and founder of trendfairs GmbH, adds, "We apply a great deal of expertise and passion to create extraordinary trade fair concepts that always focus on the customer. As a member of the NürnbergMesse Group we plan to keep developing new topics and events, mining synergies, and growing in tandem together."

trendfairs GmbH will continue to be responsible for its own customers, operating in the market as an autonomous entity. Synergies are expected in the medium term for NürnbergMesse's existing events portfolio, in procurement, and in knowhow transfers among the staff's exhibition professionals. The focus at trendfairs is on kitchens, interiors and technologies, the fields in which it has specialised its events. The "area30" annual specialty and ordering trade fair, for instance, with its "cube30" showroom, is a well-respected platform for the German kitchens and interior design profession.

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The “küchenwohntrends Salzburg” kitchen show has joined forces with the “möbel austria” furnishings event to exhibit current trends in kitchens, dining, and living, every two years since 2013. And the new “WORLD OF FIREPLACES” has focused since April 2023 on hearths and comforting environments, and will be held in Leipzig every second year. A new addition is “swiss interior expo”, which will make its debut in Bern in November 2024 as a trade show for kitchens and furnishings.

Working together as partners

trendfairs was founded in 2010 by Managing Shareholder Michael Rambach, who will share management duties from 1 January 2024 with Claudia Weidner, hitherto in charge of Operations and Strategy. Ulrike Rohde, the former managing director, has retired but will continue to advise the company. Shareholder Marc Röder will take charge of commercial management in addition to his duties in sales. **Says Michael Rambach: “We’re very pleased to become a partner and part of the NürnbergMesse family. That will not just signify job security for our employees at our locations, but provide genuine added value for our customers and prospects for long-term growth with a leading international exhibitions company.”**

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 1000 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. The company has also been incorporating more and more aspects of sustainability into its trade fair concepts. Its events secure more than 12,000 jobs and generate billions of euros each year in purchasing power and tax revenue, making NürnbergMesse a major economic engine for the Nuremberg metropolitan region and Germany as a whole. As an employer and organizer of major events, NürnbergMesse assumes responsibility for people and the environment. It shapes its corporate actions in accordance with the 17 UN Sustainable Development Goals (SDGs) with the aim of achieving climate neutrality by 2028.

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