

Celebrating 15 Years of Growth: NürnbergMesse Italia Marks a Milestone

- Italian subsidiary celebrates its 15-year anniversary with an event in Milan involving employees, clients, press and partners
- Success story: Remarkable growth with NürnbergMesse Italy being the No. 1 country in terms of exhibitors in Nuremberg since 1994 and the No. 1 country in terms of visitors since 2014
- Driving Innovation: Strongly connected to their home market, NürnbergMesse Italia continuously invested into customer relations organizing the highly successful exhibition “Focus on PCB” in Vicenza since 2022

Milan, 10 July 2024 – As NürnbergMesse Italia celebrates its 15th anniversary, it proudly looks back on a history marked by sustained growth and success. Founded in 2009 with three employees to be ever closer and more attentive to a strategic and highly potential market such as the Italian one, NürnbergMesse Italia has since then achieved a remarkable growth of the Italian presence at the Group’s events in Nuremberg reaching a peak of 1,478 exhibitors and 54,559 square meters in 2018. The COVID-19 pandemic had a significant impact on the subsidiary but through resilience and determination the team is driving a solid recovery, progressively approaching pre-pandemic levels. “Today, we celebrate the vision and hard work of our Italian team and the strong relations between our countries. Italy is a strategic market for NürnbergMesse Group and we look forward to further investing in strengthening our relation” said Peter Ottmann, CEO NürnbergMesse Group.

Italy has been the most strongly represented country among the exhibitors at the Nuremberg Exhibition Centre since 1994, when data collection began: In total, more than 22,711 exhibitors from Italy have taken part in the company's own and partner events. Additionally, since 2014, it has also led in visitor numbers, with the brief exception of the pandemic period. In total 198,361 visitors have taken part in the company's own and partner events.

The events with the largest participation of exhibitors from Italy have been BIOFACH, Chillventa, Interzoo, Euroguss and BrauBeviale. In 2023, there were 799 exhibitors with an exhibition area of 20,509 square metres and 7,421 visitors from Italy at the Exhibition Centre in Nuremberg. Therefore, Italy was once again the most important exhibitor and visitor country in Nuremberg.

Support, know-how and advice for Italian Companies

Today NürnbergMesse Italia employs 12 people and has become key reference for all Italian and San Marino companies and operators interested in participating in exhibitions organized by NürnbergMesse in Nuremberg but also around the world like in China, Brazil, India, USA or Greece. The team provides competent support, know-how and advice creating a strong bridge between Italian Exhibitors and NürnbergMesse Group with its constant presence at every stage of the trade fair organization.

Unique own event: Focus on PCB

Alongside its representative activities, NürnbergMesse Italia has invested in creating a unique event in the European Trade Fair landscape since 2022: Focus on PCB. In collaboration with the PCB Group of Assodel, it organized the first and only B2B fair in Europe dedicated to the entire printed circuit board supply chain, from design to assembly. The third edition of the event was successfully held in May 2024.

15 Years Celebrations in Milan

The celebratory event was held in Milan, attended by employees, business clients, press and national and international partners. During its 15 years NürnbergMesse Italia has also developed strong relations with the Italian press and trade press and associations for the various events in Nuremberg. "What makes this company so special is its people. A team of passionate and genuine people, who work efficiently and are ready to go the extra mile to make the difference for the customers and partners while always having a smile or kind word for everyone" underlines Sonia Bennati, journalist of publisher Editrice Zeus, who has been cooperating with the subsidiary for many years.

Looking ahead, NürnbergMesse Italia is committed to further promote the exchange of ideas and the internationalization of Italian companies through empowering exhibitors and visitors with its know-how and investing in offering new and innovative services meeting the market needs, especially for the community of the Focus on PCB exhibition. "We will keep on working to anticipate and meet the needs of ever-evolving markets and to invest in our relations with the Italian market, focusing on initiatives that enhance the quality and excellence of Italian companies on the international stage" stated Stefania Calcaterra, CEO of NürnbergMesse Italia since its foundation.

About the NürnbergMesse Group

The NürnbergMesse Group was entered in the commercial register on 5 April 1974 as Nürnberger Messe- und Ausstellungsgesellschaft mbH (NMA), and is now one of the 15 largest exhibition companies worldwide. 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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