



# EDITORIAL

**Dear Readers,**

“When exhibitors and visitors are satisfied, so am I.” That’s the motto of Christopher Boss, Director Exhibition of EUROGUSS in Nuremberg. Messe+Co followed him around before and during the exhibition and also looked behind the scenes to profile NürnbergMesse’s dedication to service as an example for all other events. The Nuremberg service advantage is reflected in this experienced team that’s closely acquainted with the needs of exhibitors and visitors, creates pavilions to support com-

panies taking their first steps abroad, and enables young start-ups to break into new markets at successful, leading exhibitions in Nuremberg.

The Nuremberg ExhibitionService also assists exhibitors and visitors at critical moments with a growing number of tailored, digital solutions. For you as a customer, that means: SERVICE is NürnbergMesse’s top priority.



Photo: NürnbergMesse

Peter Ottman (left) and Dr Roland Fleck,  
CEOs NürnbergMesse Group.

We hope that you enjoy this issue of our magazine.

Yours sincerely,

Dr Roland Fleck

Peter Ottmann

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Do you have any questions?

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Photo: NürnbergMesse/Frank Boxler

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Photo: NürnbergMesse/Thomas Geiger

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Photo: NürnbergMesse/Frank Boxler

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# INFO



Photo: AFAG

New leadership duo at AFAG: Thilo Könicke (2nd from left) and Henning Könicke (2nd from right), flanked by Hermann Könicke (left) and Heiko Könicke (right).

## Changing of the guard at AFAG

Henning Könicke, 30, and Thilo Könicke, 36, are the new leadership duo at AFAG Messen und Ausstellungen GmbH. Sons of the previous CEOs, Heiko and Hermann Könicke, they have been members of the management board since 2015 and have both held positions of responsibility in the company. The senior executives emphasise that their succession has long been in the works and has the support of management. They intend to remain at AFAG as co-partners. Dr Roland Fleck and Peter Ottmann, CEOs of NürnbergMesse, would like to congratulate the new AFAG managing directors and wish them success in all their future ventures. They also thank the senior executives for valuable collaborations in the past. Headquartered in Nuremberg, AFAG organises international trade fairs, special-interest exhibitions, professional congresses, and consumer exhibitions as one of the largest private exhibition organisers in Germany. Nine events in the AFAG portfolio are held at the exhibition centre Nuremberg, including "Freizeit, Touristik & Garten," the iENA trade fair for inventors, and the "Consumenta" consumer goods fair that attracts some 180,000 visitors each year.

## ¡Hacia nuevos mercados!

"Heading for new markets!" That's NürnbergMesse in Mexico. From 24 to 26 October 2018, the "EUROGUSS Mexico" exhibitors' pavilion will be implemented in Guadalajara for the first time within the framework of Fundiexpo. The EUROGUSS family – along with the exhibition of the same name in Nuremberg and its successful ancillary fairs ALUCAST in Mumbai, India, and CHINA DIECASTING in Shanghai – has gained a new member with the pavilion at Mexico's largest foundry trade fair. For exhibitors, EUROGUSS Mexico opens the door to the Mexican economic area, one of the leading markets for automobiles and automotive parts.

## Exhibition duo sets exhibitor record

New record: BIOFACH and VIVANESS raise the bar. There has never before been an exhibition in Nuremberg with

# 3,218

exhibitors, coming from 93 countries. Two halls were added to BIOFACH 2018 to accommodate the increase. A total of 275 exhibitors at the dual trade fair came from the natural cosmetics sector and showcased their wares to a professional audience at VIVANESS. The exhibition trends at BIOFACH included oil specialties, protein on the go, and turmeric flavouring. With the theme "Next Generation," the sector discussed the agenda and goals of the next generation. A special show featured organic cultivation and breeding. About 50,000 visitors from 134 countries attended.



Photo: NürnbergMesse/Heiko Stahl

Technology and economy: For technical articles on these topics, visit the new SPOTLIGHTMETAL portal.

## Digital industry platform makes online visitors hungry for more

In collaboration with the Würzburg professional media company Vogel Business Media, NürnbergMesse launched the SPOTLIGHTMETAL online platform. With technical articles on market, technology, and industry trends, the English-language portal covers themes along the entire value chain of the light metal casting sector – from suppliers and service providers, including machine and plant manufacturers, to foundries and business and consumer markets with an emphasis on the automotive industry, electronics, medication technology, and machinery. SPOTLIGHTMETAL also offers an opportunity to learn about and discuss current developments in the light metal casting sector even when the trade fair is not in session, which whets the appetite for the next industry gathering. EUROGUSS in Nuremberg is Europe's leading event for the similarly-themed die-casting industry. NürnbergMesse organises other international offshoots through its subsidiaries in China, India, and Mexico.



Video: All about the SPOTLIGHTMETAL online platform.





The German Pavilion at INDIWOOD 2018 in Bangalore.

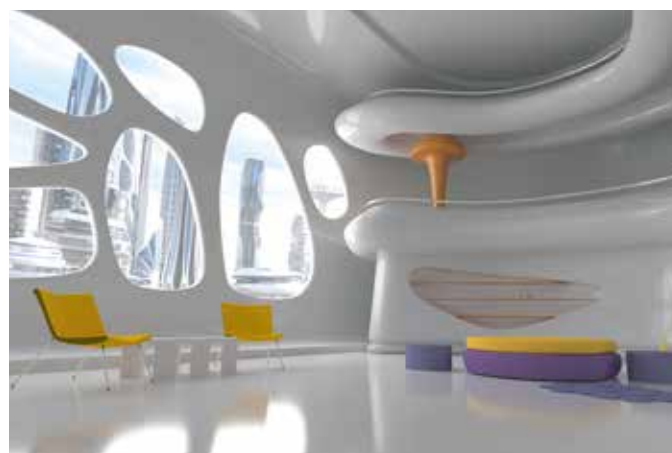
## New quartet for success: 1 x HOLZ and 3 x WOOD

**New product family:** By taking on the three Indian woodworking trade fairs INDIWOOD, DELHIWOOD, and MUMBAIWOOD, NürnbergMesse made the largest acquisition in its corporate history. The three fairs expand NürnbergMesse India's portfolio to a total of 15 events. Established in 2013, NürnbergMesse's Indian subsidiary is now the largest and most successful foreign exhibition organiser on the Indian market.

INDIAWOOD, DELHIWOOD, and MUMBAIWOOD are the most important events with a woodworking theme in India. Together the three trade fairs in Bangalore, Delhi, and Mumbai attract about 1,500 exhibitors and 90,000 visitors in a total gross exhibition area of more than 85,000 square meters. As the largest exhibition of the three, INDIWOOD boasts over 850 exhibitors and more than 60,000 visitors from 40 countries. It's among the world's leading exhibitions in the furniture-making and woodworking industry. Thematically speaking, the acquisition is a perfect fit for the NürnbergMesse Group's exhibition portfolio, which, with HOLZ-HANDWERK, already possesses expertise and an international network in the relevant industries. The pairing of HOLZ-HANDWERK with FENSTERBAU FRONTALE attracted some 1,300 exhibitors and 111,000 experts from 116 countries. The range of offerings included the latest trends and innovations in the wood processing industry. HOLZ-HANDWERK is one of the most important events for cabinetmakers, joiners, carpenters, and furniture-makers, interior fitters, retailers, interior designers, and architects in the European region.

## Virtual reality as added value

Digital services can enhance the exhibition experience. This was successfully demonstrated at FENSTERBAU FRONTALE, where NürnbergMesse premiered its own virtual reality application. Using VR glasses and headsets, visitors were able to walk through three computer-generated 3D experience rooms and solve various puzzles with a "window" theme. The virtual worlds were developed in collaboration with the Nuremberg technology company nous. The purpose of the application was to call exhibitors' and visitors' attention to virtual reality and reveal the technology's potential, including for booth construction. Over the long term, nous and NürnbergMesse are planning to collaborate as specialised partners creating virtual reality solutions at exhibitions and expanding the existing service offering of NürnbergMesse.



3D experience room: NürnbergMesse demonstrates its own virtual reality application for the first time at FENSTERBAU FRONTALE.

## Addition to the family in India

The global network of the Beviale Family continues to grow. The latest addition to the beverage production segment is CRAFT DRINKS INDIA, which will be held for the first time on 4 and 5 July 2018 in Bangalore. The event is primarily aimed at brewers, microbrewers, craft brewers, and distributors, but is also intended to provide newcomers to the industry with inspiration and advice. The exhibition focuses on the production of craft beer, craft spirits, and wine. VLB, the Berlin-based Research and Teaching Institute for Brewing, is a partner in the development of the conference program. CRAFT DRINKS INDIA is organised by NürnbergMesse India in conjunction with the Indian exhibition company PDA Trade Fairs. Craft beer is an international trend that NürnbergMesse is already supporting with CRAFT BEER CHINA and CRAFT BEER ITALY, and with the parent event BrauBeviale in Nuremberg. The partner exhibition BeerX in London is the latest member to join the Beviale Family, which also includes Beviale Moscow and the Feira Brasileira da Cerveja in Brazil.





Virtual Reality

NCC Ost

VEKA



# Service advantage

An exhibition's success is measured in terms of new customer contacts made, existing partners met, and industry trends revealed. On-site services are extremely important in this field, and NürnbergMesse is setting the standard.

With a new record number of visitors (+ 27 percent), EUROGUSS – Europe's largest die-casting trade fair, which was held in Nuremberg in mid-January – was an ideal start to the 2018 exhibition year. As the last of the more than 15,000 visitors were making their way home, close to 650 exhibitors were making an initial assessment, the NürnbergMesse press team was formulating their final report, and things were just starting to heat up again in Halls 6, 7, and 7A with the dismantling of the booths. Many experienced hands were at work, many of whom were service partners and subsidiaries of NürnbergMesse. It's just one of many services that exhibitors and visitors enjoy, not just during but also before and after an exhibition.

Exhibitors and visitors enjoy the excellent service at events held at the exhibition centre Nuremberg.

## Post-exhibition is pre-exhibition: Well timed for the next event

For exhibitors, preparations for the next exhibition begin immediately after the close of the last one with an analysis: Were our corporate goals met? What was the return on investment? Thanks to digital support for lead management provided by NürnbergMesse, the post-processing of customer contacts is quickly handled: They're already in the cloud. Trade visitors can also take stock using the exhibition facts, dates, and figures that they'll already find in their inboxes four to six weeks after the event. Contact with their customers is just as important to exhibitors as contact with the organisers. They're constantly meeting up between exhibitions at promotional events, professional conferences, and company visits. EUROGUSS and its international subsidiaries are strongly promoted by exhibitors. That's why the industry needs to stay informed, and it can do this using the recently developed SPOTLIGHTMETAL online platform, which is jointly operated by NürnbergMesse and Vogel Business Media.

Only six months until the exhibition opens, and preparations for the upcoming event are heating up. Trade visitors can now search the updated exhibitor and product database.



Well informed and optimally supported: Exhibitors and visitors in Nuremberg want for nothing.

Exhibitor conversation on-site (from left to right): Marco Giegold, Area Sales Manager, Italtipresse GmbH; Gerd Röders, CEO, G. A. Röders GmbH & Co. KG; and Christopher Boss, Director Exhibition for EUROGUSS, NürnbergMesse GmbH.





Exhibitors are beginning to focus on needs like booth construction, exhibition catalogues, and recruiting external staff. Five months before the exhibition, they receive their legally-binding booth position. From then on, exhibitors and organisers work hand in hand. This collaboration is ideal when it comes to dealing with the all-important issue of visitor promotion: for example, through special targeted promotional activities. “The comprehensive marketing offerings from EUROGUSS – print, online, and on-site – enable companies to promote themselves in many different ways,” says Dorothee Richards from Stihl AG in Rhineland-Palatinate, which operates one of Europe’s largest and most advanced magnesium die-casting plants. “By using EasyDiscs, for example, we were able to steer customers directly to our company in an exclusive location set apart from the other exhibitors.”

Three months before the exhibition opens, we’re entering the home stretch. For exhibitors, it’s now time to commission catalogues and brochures, finalise booth staffing, and send out the last invitations to customers. The exhibitors, in turn, receive a reminder from the organisers to submit their technical orders. Visitors are notified of highlights in the supporting programme and special shows. At the same time, NürnbergMesse is finalising its detailed plan for all internal departments and service partners.

Just six weeks to go: In a last-minute e-mail, the organisers approach exhibitors about outstanding issues like set-up, additional rooms, parking permits, exhibitor badges, and booth parties. The questions that concern exhibitors and visitors of multi-day exhibitions: Where can I stay? And what’s the fastest way to get to the exhibition? “We appreciate the convenient public transportation connections and the exhibition venue’s infrastructure,” says Kathrin Neumann, sales assistant at the innovative surface treatment company Gramm Technik in Baden-Wuerttemberg. And the hotel? Since 2015, ExhibitionService has been providing an online hotel booking platform designed specifically for NürnbergMesse – with numerous goodies, including special terms in the case of a cancellation and blocks of rooms that can still be booked four to six weeks before the event.

One week before the exhibition starts, personalised tips are sent out highlighting activities after the exhibition closes. During these last few days, exhibitors and Director Exhibition Christopher Boss experience a feeling somewhere between strain and anticipation: For the former, it’s about arrival, booth assembly, and final instructions to the team.

## Digital services save time and money

When exhibitors can manage visitor address data (leads) via the cloud and reach a large number of employees at any location and on any device, they have a priceless advantage. Three packages for effective lead management are available from the NürnbergMesse online shop. It’s one of many digital services that include a booth configurator, a hotel booking service, and WhatsApp, the service channel for obtaining instant information that’s being used for the first time at EUROGUSS.

The digital navigation system “myLocation” is available in the halls at the exhibition centre Nuremberg to help visitors quickly get their bearings. It’s a tool that has added value for organisers as well: They can post current information, welcome messages, advertisements, and videos on easily-viewable displays from their PC or tablet from any location in real time, and so intelligently control the event online. With „myLocation“ NürnbergMesse once again takes the leading role.



Exhibitors and visitors to congresses also enjoy all-round support from numerous digital offerings.



Video: myLocation  
navigation and  
information system



Comprehensive information: Whether it's a tour for journalists at the start of the exhibition (above) or an information booth for the international product family (left), the service staff is always highly motivated.

For the latter, it's about being confronted by the unforeseen: for instance, when an exhibitor decides to join the event three days before it starts, or a forklift collides with a gate the night before opening and it threatens to fall off its hinges. "We've managed both situations – in the case of the gate, just 30 minutes before opening," says Boss.

### Feedback from exhibitor conversations, short distances thanks to innovative GPS

There's a special feeling when the exhibition finally begins. Boss expresses it like this: "Theoretically, you've been planning this for two years, you've watched the whole thing being put together, and now the visitors are flocking to the exhibition. That's when you know it's a success!" And everyone – exhibitors and visitors alike – knows what's waiting for them in Nuremberg: an experienced team that starts with the parking lot attendants and continues through the cashiers and food service personnel. It includes the information counter as well as the exhibition office. For example, if someone needs badges or public transportation tickets at any time during the exhibition, they can go to the ExhibitorShop. The "getit!" express delivery service meets any last-minute needs. With the new WhatsApp newsfeed, visitors always stay informed – before, during, and after the exhibition – whether the issue is arrival, the framework programme, or catering.

For exhibitors, exhibition life is enhanced by personal conversations with the exhibition organiser and members of their team. They're assisted by event supporters in the exhibition halls. It's service that's appreciated. "For us, participating in EUROGUSS means getting together with customers, suppliers, and friends," says Paulina Haller, head of marketing at the Swabian toolmaking company Oskar Frech. "This also includes the EUROGUSS team, which

is right on the spot and acts as our partner before, during, and after the exhibition, offering all-round assistance with any questions, assessments, or problems."

Visitors naturally want to find the exhibitors and product innovations that interest them as quickly as possible. They can often gain a little time at the entrance. "Above all, I appreciate the ease of being able to register online ahead of time as a trade visitor. In the morning, I can quickly enter the exhibition via the Fast Lane instead of waiting in line at the ticket counter," says Christian Hennes, Head of Strategic Procurement Geared Motors, Siemens AG. 'myLocation' is an innovative, digital, indoor navigation system that NürnbergMesse is the first exhibition company to introduce. It allows people to quickly get their bearings in the halls and find their destination – whether it's the best way to the right hall or finding decisive information at the central office in the entrance foyer, at the distribution points for each level at the escalators, and at the entrance to conference halls.

A total of 97 percent of trade visitors at EUROGUSS 2018 were satisfied with the exhibition offerings. Like the exhibitors (54 percent), visitors are also becoming more and more international. This time, they came to Nuremberg from more than 60 countries – an essential factor for NürnbergMesse, where "international" is an increasingly important theme. With its worldwide product families, NürnbergMesse not only bolsters its home venue in Nuremberg, it also opens the door to new markets and business connections for German and European companies. For Boss, it's a win-win situation, including in the area of service. "We apply the same level of commitment to service and quality here as we do at our events on other continents. This gives us tremendous credibility with our customers and, in turn, strengthens EUROGUSS in Nuremberg." ■



## Dr. Martin Kassubek + Benjamin Bauer Benefit from the “exhibition playground”

NürnbergMesse is working with the ZOLLHOF Tech Incubator to develop a digital mindset and services that benefit exhibitors and visitors alike. Benjamin Bauer, CEO of ZOLLHOF, and Dr Martin Kassubek, Executive Director Strategy and Corporate Development at NürnbergMesse, discuss the goals of the new collaboration.

### **Mr Bauer, what is the ZOLLHOF Tech Incubator?**

Benjamin Bauer: Tech Incubator is a breeding ground for young start-ups. Our focus is on technology companies that have developed a product and would like us to help them market or promote it. We're currently providing 26 companies with space where they can grow and develop their products in collaboration with an established company. We want to be the hub for tech start-ups in the region with a view to all of Germany and Europe.

### **Dr Kassubek, you head the new Digital Office at NürnbergMesse. How does the digital transformation affect the core business of an exhibition organiser?**

Dr Martin Kassubek: We're confident that exhibitions will continue to be a major component of our added value over the coming decades. But we're also aware that Generation Y marketing decision-makers are moving up, and that for them, the “exhibition” as instrument is changing. So we have to think about what digitalisation truly means for our existing service portfolio and how new digital offerings can be created.

### **What's the purpose of the collaboration with ZOLLHOF?**

Kassubek: We can't just flip a switch and say, “As of today, everything's digital!” We're approaching the digital transformation accompanied by productive partners – including partners in the region. ZOLLHOF is tremendously relevant, because start-ups are developing a lot of new approaches that are useful to us. ZOLLHOF is also a point of contact for our employees who are being chal-



Photo: NürnbergMesse/Thomas Geiger

Benjamin Bauer, CEO of ZOLLHOF (right) and Dr Martin Kassubek, Executive Director Strategy and Corporate Development at NürnbergMesse.

lenged by digitalisation. A lot of knowledge comes together at ZOLLHOF: for example, at learning events where we actively participate. Conversely, the start-ups will benefit from the “exhibition playground.”

### **Mr Bauer, what do you see as the digital starting points for start-ups at the “exhibition playground”?**

Bauer: Exhibitions are much more digital than we think! An exhibition's entire value chain provides platforms for digital products and processes. It's a fundamental error to digitalise only the end product. In fact, the entire value-added process is affected. For instance, at the exhibition itself there's potential for products and services in the areas of car park management, invitation and participant management, and stand construction using new digital presentation formats like virtual and augmented reality. From the moment of registering for an exhibition, there are starting points for digitalisation.

### **ZOLLHOF as a training ground for digitalisation?**

Bauer: Yes, exactly! A lot of events are held at ZOLLHOF: expert events with presentations by digitalisation authorities on topics like new agile work methods, and technologies like artificial intelligence and blockchain. ZOLLHOF is also a place to learn about technologies, recruit staff, and get excited about digital themes. In addition to presentations, there are also interactive formats where employees can participate. At the “HackDay” hackathon, for example, employees can gain knowledge outside the usual workplace environment and transform state-of-the-art technologies into innovative products and services. ■

International pavilions: a springboard for entering new markets abroad.

# Springboard into business

Whether you're taking those first steps abroad or presenting yourself as a young start-up at successful leading exhibitions: Pavilions at home and abroad are the ideal springboard for companies entering new markets.

Osaka, late February 2018: The Augsburg-based company KUKA – one of the world's leading suppliers of robotics and employer of some 13,000 people – presented an ultrasound demo of its LBR Med robotic assistance system at Medical Japan, Japan's largest trade fair for healthcare. KUKA attended as a co-exhibitor at the pavilion of the Bavarian Ministry of Economic Affairs, Energy and Technology (StMWi). "Normally, KUKA has its own stand. We're supported internationally by colleagues in each individual country," explains Silke Wendt, Marketing Manager Medical Robotics Division Industries. "But in cases where a trade fair is added on at the last minute, or we don't currently have the organisational capacity, or we want to venture into new markets where we aren't

already established, an appearance at a pavilion is extremely convenient. We're relieved of many organisational tasks, as was the case at Medical Japan 2018. It was very simple to coordinate ahead of time. A super team on-site provided us with assistance and advice. Collaborating with NürnbergMesse was an extremely positive experience for us."

The pavilion at Medical Japan was one of NürnbergMesse's 53 contracts for pavilions and information stands worldwide this year: a new record. Other clients include export promotion agencies like Bayern International, Baden-Württemberg International, and Hessen Trade & Invest GmbH, as well as the German Federal Ministry for Food and Agriculture (BMEL).





















