

# CONNECTING PEOPLE

ANNUAL REPORT 2019



## PORTRAIT

In 2019, the NürnbergMesse Group organised 176 events in Nuremberg and around the world, creating business opportunities for more than 35,000 exhibitors and more than 1.4 million visitors and consumers. The net exhibition space amounted to some 1.1 million square metres. More than 1,200 employees at 11 NürnbergMesse Group locations offer a broad range of services and events. The Group's international subsidiaries in Brazil, China, Greece, India, Italy, and North America, a branch in Austria, and 50 international offices are working to bring businesses together all over the world.

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**285.7 million**  
euros in sales

**34.8 million**  
euros in EBITDA

**35,439**  
exhibitors

**1.4 million**  
visitors

**1.1 million**  
square metres of  
net exhibition space sold

**180,000**  
square metres of gross exhibition space  
at the Nuremberg Exhibition Centre

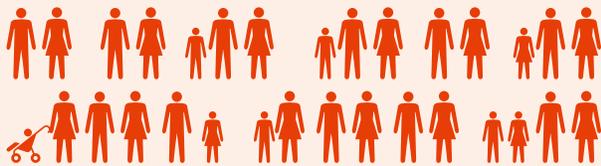
# CONNECTING PEOPLE

When people  
get together,  
it always leads  
to something new.

# ECONOMIC FACTORS

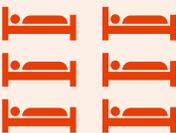
TRADE FAIRS – METROPOLITAN REGION – BAVARIA – GERMANY

**3.5 MILLION** POPULATION  
IN THE METROPOLITAN REGION



**GOOD TRANSPORTATION  
CONNECTIONS**



OVER  
**18,000**   
HOTEL BEDS IN NUREMBERG

**93,000** STUDENTS  
AT 3 UNIVERSITIES  
AND 14 OTHER  
INSTITUTIONS OF  
HIGHER EDUCATION



**1.65 BILLION**

**EUROS IN PURCHASING-POWER EFFECTS**

GENERATED BY TRADE FAIRS  
IN NUREMBERG EVERY YEAR.



**TOP  
15**

NürnbergMesse is one of  
Germany's largest exhibition  
companies and is among  
the Top 15 worldwide.



**WORLD MARKET LEADERS  
AND HIDDEN CHAMPIONS IN  
THE METROPOLITAN REGION**

**GDP 143 BILLION  
EUROS**

**EXPORT RATIO  
48%**





Dear exhibitors and visitors,  
customers and partners,  
ladies and gentlemen,

As we move into the summer of 2020, looking back at 2019 feels like something out of a time warp. Last year, the NürnbergMesse Group's trade fairs and conferences around the world logged more than 35,400 exhibitors, some 1.4 million visitors, and more than 1.1 million square metres of aggregate net space. Our internationalisation strategy was highlighted by the 10-year anniversary of NürnbergMesse Brasil and the addition of FORUM S.A. in Athens as a new subsidiary. For all of us, 2019 is likely to go down in history as "the year before coronavirus" – a business year when crises were not on anyone's mind, even as we generated sales of over EUR 285 million.

But developments in the first half of 2020 have cast a shadow over all these happy memories. The impact of COVID-19 has completely altered all our expectations for the 2020 year. Nevertheless, there are bright spots. To name just one, we are very proud of our more than 1,200 employees around the world. They are our greatest asset, and we are deeply impressed at the great store of creativity and problem-solving determination they represent – so we want to extend our special thanks to them. After all, it is the tough times that really show an organisation's character.

Today it is already clear that the spread of COVID-19 and the steps being taken to contain the virus have had massive effects on both professional and private life for all of us. In a world of social distancing, working from home, and videoconferencing, it is an ongoing challenge to uphold the values that are so important to us at NürnbergMesse: working in partnership and staying close to our customers. Personal contact, dialogue with colleagues and clients, and face-to-face business discussions are simply irreplaceable.

That is why the core function of trade fairs – **"Connecting People"** – means even more these days, and why we chose it as the title of our 2019 Annual Report. It is also the second element of NürnbergMesse's three-part programme for the future, following "Creating Experiences" and ahead of "Managing Knowledge."

It has become a truism that nothing will be the same after COVID-19. Trade fairs and conferences will change, too. But they will still be magnets that attract people to gather and interact in one place and platforms that create market opportunities for all kinds of business. But that said, we need your support. Come design "your" trade fairs and conferences in collaboration with NürnbergMesse so that we can continue to offer a foundation for business success – for you and for us as well.

That may also be the real message from the COVID-19 crisis: If we have a shared goal, we will pool our strengths and emerge from the crisis stronger than ever and we will continue our record of success together.

With all good wishes – and please stay healthy!

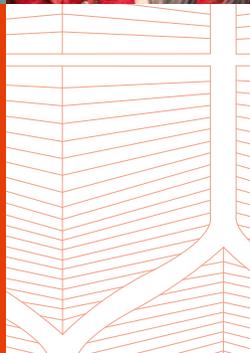
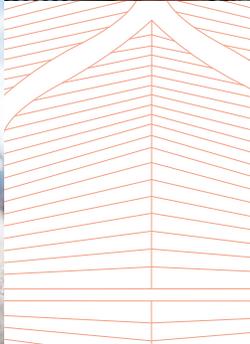
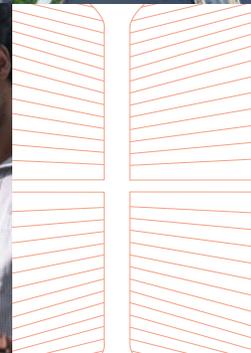
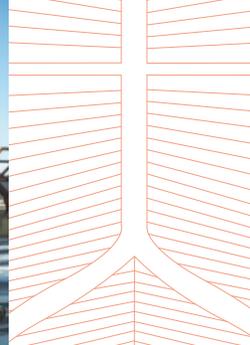
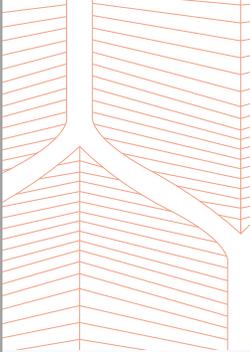
Yours,

A handwritten signature in black ink, appearing to read "Roland Fleck".

**Dr Roland Fleck**  
CEO NürnbergMesse Group

A handwritten signature in black ink, appearing to read "Peter Ottmann".

**Peter Ottmann**  
CEO NürnbergMesse Group



# AN APPETITE FOR SOMETHING NEW

**NürnbergMesse Brasil has been holding its own in a challenging market for ten years now. Its recipe for success: stay hungry for new topics.**

**B**razil is the fifth-largest country in the world, and the ninth-largest economy, with a population of some 211 million. It is a market of superlatives. Brazil is by far the most important trading partner in South America for many countries. This also includes Germany – as attested by some 1,400 German companies that do business in Brazil. The country’s most important location for trade fairs is São Paulo. That is also the headquarters of NürnbergMesse Brasil, founded ten years ago and now one of the country’s largest trade event organisers.

The Brazilian subsidiary has more than 43 employees. One of their tasks is to attract exhibitors for the NürnbergMesse Group’s international events all over the world. Brazilian companies are self-confident and have an appetite for more: “Trade fairs are a good marketing instrument. Companies use NürnbergMesse’s worldwide events to showcase their products,” says João Picolo, Managing Director of NürnbergMesse Brasil.

## A TASTE FOR NEW TOPICS

The large South American market is still Brazilian companies’ top priority. And they reach that market in the best possible way at the 14 trade fairs and conferences organised by NürnbergMesse in São Paulo – a true “home field”! These include events for major growth sectors of the Brazilian economy such as the pharmaceutical industry – the world’s sixth largest – or the cosmetics industry, with revenues of EUR 2.1 billion, and the organic products industry, which produces nearly EUR 900 million.

And NürnbergMesse Brasil also has a steady stream of new surprises up its sleeve, with topics like e-mobility and an event for all aspects of the Brazilians’ latest passion – bicycles. “We’re constantly on the lookout for new trends with a promising future,” says Picolo. //

## BRAZIL FACTS & FIGURES

**211.1**

MILLION POPULATION

**8,515,700**

SQUARE KILOMETRES OF LAND –  
24 TIMES THE SIZE OF GERMANY

**approx.  
1.7 trillion**

EUROS IN GDP (NOMINAL)

**1,400**

GERMAN COMPANIES IN BRAZIL

**> 4 billion**

EUROS SPENT ON PETS PER YEAR

**approx.  
2.1 billion**

EUROS IN 2020 REVENUES IN DECORATIVE COSMETICS

**approx.  
900 million**

EUROS IN ORGANIC PRODUCTS PRODUCED IN 2018

# FORGING NEW PATHS

## 3 QUESTIONS FOR:

**JOÃO PICOLO**  
MANAGING DIRECTOR,  
NÜRNBERGMESSE BRASIL



**STEFANIE LECHNER**  
BRAZIL DESK OFFICER,  
NÜRNBERGMESSE

### **JP — What's so special about the NürnbergMesse Group?**

For me, NürnbergMesse Group's biggest strength – around the world and especially in Germany – is the trust and support that corporate headquarters provides. That's extraordinary, especially compared with others I've worked for. It's certainly an enriching experience to work at a company where respect and partnership prevail: That's something unique. I was also surprised at how receptive the Germans are, and how relaxed and funny they can be!

### **— What's especially important to Brazilian exhibitors?**

What counts for Brazilian exhibitors is results! The quality of an event, large or small, is measured by how much new business it generates. And one of the things I'd also like to emphasise is the opportunity for networking. People in Brazil are very genial and sociable, and business relationships are a higher priority than in Germany. So one of the things that's essential for us at NürnbergMesse Brasil is high-quality customer service, with support at all stages of involvement with a trade fair. We always want to be close to our customers, offer assistance, and be good hosts.

### **— What has COVID-19 meant for the Brazilian trade fair business?**

The coronavirus has triggered a global economic crisis – and that's happening in Brazil, too. There's been a great deal of doubt and uncertainty here because we can't predict where things are going to go next. There's no way to project losses or consequences from the crisis, and yet an impact on markets is inevitable. What's certain is that events that offer companies an international platform for their marketing and sales activities will make a crucial contribution to an economic recovery. They're the only way that many markets can all gather together in one place. Trade fairs will play an important role when businesses start to get up and running again.

### **SL — What's so special about the NürnbergMesse Brasil?**

I see NürnbergMesse Brasil as a very dynamic young team of terrific, creative, responsive colleagues who are wholly devoted to their projects. There's a strong team spirit that helps everyone cope with challenging situations and moments of stress. Employees stick together as colleagues when you need them and support each other. The atmosphere on the team is more like a family than business colleagues. Plus management appreciates achievements and celebrates them with us. Working with our Brazilian colleagues means flexible processes, creative solutions, and a warm-hearted emotional environment.

### **— What's especially important to Brazilian exhibitors?**

Another important thing for Brazilian exhibitors is personal contact. That's very clear when they attend trade fairs abroad: for example, in Nuremberg. Building a connection between Brazilians and Germans takes a certain flexibility and intercultural skill to ensure that you deal correctly with differences in manners and attitudes. We at NürnbergMesse and NürnbergMesse Brasil make a special effort so Brazilian exhibitors will feel welcome before, during, and after they attend our trade fairs in São Paulo and Nuremberg, and so they know who to contact with any questions or problems.

### **— How are your colleagues at NürnbergMesse Brasil coping with COVID-19?**

The pandemic will certainly leave its mark on the Brazilian trade fair business. Like our competitors in this market, NürnbergMesse Brasil is also feeling the impact of COVID-19. But one of our Brazilian colleagues' strengths is the ability to adapt to new situations with flexible, creative solutions. That's immensely important, especially in the present situation, and it helps keep us working just as smoothly and closely together as ever – even when everyone's working from home. Our colleagues' enthusiasm and willingness to work hard is undiminished, and that's really admirable. They view the situation as a chance to try new ways of doing things. //



The main platform for the pharmaceutical industry in South America appeared in 2019 with an innovative concept and a long list of new products. Running in tandem with FCE Cosmetique, the two fairs attracted more than 18,500 industry professionals.



The most important meeting place for Latin America's cosmetics industry and the only trade fair that includes all phases of development and production. The Brazilian Cosmetics Congress is held in parallel with the fair.



Latin America's biggest trade fair for the pet and veterinary sector saw vigorous growth in both exhibitor space and visitor figures.



Latin America's first public trade fair for pet lovers attracted some 9,000 visitors. Breed exhibitions and a wide range of activities for dogs, cats, and their owners made Pet Experience an event for the whole family.



Like everywhere else, the organic products industry is booming in South America. Exhibitor and visitor growth reflected that trend, to the benefit of the paired trade fairs BIOFACH AMERICA LATINA and BIO BRAZIL FAIR, Brazil's most important platforms for organics.



With more than 7,500 industry professionals and over 400 exhibitors, the international trade fair for laboratory technology and biotechnology impressively demonstrated its leading position in this market.



Urban mobility is changing all over the world. E-Mob presents innovations in electromobility, infrastructure, and smart cities as well as connectivity and technology. The fair provides a forum for discussing new technologies.



This bicycling trade fair is one of Latin America's most important meeting places for makers, wholesalers, and retailers. Along with the latest trends and new launches on the market, visitors can try out more than 100 models of bicycles on an indoor track.

## FACTS & FIGURES

### NürnbergMesse Brasil

**9.2 million**

EUROS IN 2019 SALES

**1,015**

EXHIBITORS IN 2019

**115,397**

VISITORS IN 2019

**+79%**

VISITORS SINCE 2009



**14**

TRADE FAIRS AND CONFERENCES for the growth sectors of Brazil's economy: pharmaceuticals, cosmetics, pet supplies, laboratory technology, organic products, bicycles and e-mobility, architecture, construction, and retail.

**39,978 m<sup>2</sup>**

EXHIBITION SPACE: Exhibition space has grown more than 20% since 2009.

**SÃO PAULO**



is the most important trade fair site in South America.



The 1974 Spielwarenmesse: a good place to get started. That was where a company called Geobra presented a plastic figurine 7.5 centimetres tall for the first time: It was the birth of a global brand, Playmobil. At the brand-new Nuremberg Exhibition Centre, the Spielwarenmesse took giant steps towards becoming the world's leading trade fair in its sector. And NürnbergMesse grew right along with it.

# DREAM TEAM

**Spielwarenmesse has a stronger association with Nuremberg than almost any other trade fair. Since as far back as 1950, once a year the whole town has turned its attention to toys, hobbies and leisure pursuits.**

Anywhere in town, you get a clear sense when the world's leading toy fair is around. Almost 3,000 exhibitors and some 67,000 visitors from 68 countries arrive by plane, car or rail, fill public transport, stay in hotels, eat at restaurants. For decades now, the Spielwarenmesse has been a banner advertisement for Nuremberg as a place for business and trade fairs.

The Spielwarenmesse celebrated its 70th year in 2019. The unique association between Nuremberg and this special event goes back to an era when today's Nuremberg Exhibition Centre did not even exist. Shortly after the war, the toy industry was looking for a good site for its trade fair and settled on Nuremberg's Stadtpark. But soon the rented buildings were no longer sufficient. As Federal Minister of the Economy Ludwig Erhard pushed to internationalise the event, the city government began to consider building a new exhibition centre. In 1973, that centre was finally completed on a greenfield site in the town's new Langwasser district. It was the birth of NürnbergMesse.

The Spielwarenmesse and NürnbergMesse still remain closely associated today. The 70th event not only saw a celebration of an anniversary, it was also a renewal of the long-standing partnership between the trade fair's organiser and the trade fair company; their collaboration will now extend until at least 2028. "We want to keep living up to our aspirations as the industry's leading trade fair, and we're looking forward to continuing our relationship of trust with enthusiasm and verve," said Ernst Kick, Managing Director of Spielwarenmesse eG. //



1949



2019

## MILESTONES

- 1949** After the partition of Germany, a group of toy manufacturers establish a new German trade fair in Nuremberg.
- 1950** Federal Minister of the Economy Ludwig Erhard opens the first German Toy Trade Fair in Nuremberg.
- 1951** A trademark is born: The logo by graphic artist Viktor Kaltenbach conjoins a rocking horse with one of the city's towers.
- 1973** The Spielwarenmesse, which has been international since 1957, moves into the new exhibition centre in Nuremberg-Langwasser, which was built in record time.
- 2013** The word "Spielwarenmesse" becomes a registered trademark in Germany.
- 2019** The Spielwarenmesse celebrates its 70th anniversary with multiple events at the Exhibition Centre.

# WORKING TOGETHER



**Acquiring FORUM has expanded the NürnbergMesse Group to seven international subsidiaries and added a strong partner in the Mediterranean Region.**

In summer 2019 the NürnbergMesse Group expanded in the direction of the Mediterranean trade fair market. The acquisition of FORUM S.A. added a seventh subsidiary to the trade fair family, along with eight established trade fairs in Athens and sales of EUR 17 million. Which also raises the question: How does one integrate a successful trade fair company like the Greek market leader into an existing international network?

**AT A GLANCE: FORUM**

**17 million**

EUROS IN SALES

**8**

TRADE FAIRS AND CONFERENCES

**2,476**

EXHIBITORS

**65,646**

VISITORS



The start of a partnership of equals: Nikos Choudalakis, founder and Managing Director of FORUM (centre), with Dr Roland Fleck and Peter Ottmann, CEOs of the NürnbergMesse Group, and colleagues from Athens and Nuremberg.

### COALS TO NEWCASTLE – OR TO ATHENS

That was something the NürnbergMesse Group especially wanted to avoid after acquiring FORUM S.A. in July 2019. After all, FORUM has not only been established in Greece for more than 30 years, but is also the country’s market leader and by far its most important trade fair organiser. “It was clear to us from the start that FORUM was already a well-established trade fair company, and had been doing an excellent job for many years,” says Julia Holzinger, who is in charge of handling FORUM in NürnbergMesse’s International Relations & Business Management Department. Weeks before the acquisition went through, she had already prepared a detailed, coordinated process for integrating the new subsidiary into the NürnbergMesse Group.

She launched an extensive process to bring Athens and Nuremberg closer together, so people could get acquainted, understand each other’s working procedures and discuss their worries and expectations together. “As a first step, we set up a small task force of colleagues who would serve as bridges in the integration process,” Holzinger explains. On various occasions – a business dinner, an intercultural training course, a team-building workshop and more – the new colleagues from the Greek capital and the Franconian metropolis got to know each other.

Holzinger especially remembers what she calls a “matchmaking” format when the Greek team came to visit Nuremberg. “When the Greek project manager met her German colleague, a marketing expert from Athens met his MarCom colleagues from Nuremberg, and the Greek financial team met their German parallels, that was really a special moment. You could see we all speak the same language – trade fairs!”

### THE ACQUISITION

At that point the high-intensity phase before the acquisition was already forgotten. “The audit and negotiation process was long and particularly thorough. It lasted more than a year,” recalls Nikos Choudalakis, the founder and Managing Director of FORUM. The due diligence went into the smallest details – from financial, legal and IT matters, to market research and future prospects, and even an assessment of management. A phase that also raised critical questions – What would the new cooperation change? What would it mean for each employee? “The main motives behind the acquisition were always the company’s future and safeguarding jobs. NürnbergMesse’s principles, its business ethos and its operational and administrative culture, were key elements that carried a lot of weight in our final decision,” Choudalakis explains.

»The collaboration with this global player in the trade fair industry will ensure growth as well as the successful future of the company and its employees.«

Nikos Choudalakis, founder and Managing Director of FORUM

**PROOF OF TRUST**

As Choudalakis sees it, trust will be an indispensable part of a successful integration process. "This trust was built up step by step during the negotiations through openness and dedication to our common goals. Trust should be built on actions and proved each and every day." And that principle has been taking hold as FORUM has been integrated into the NürnbergMesse Group since last year.

The process is not over yet. Holzinger notes that growing trust also makes employees more open to each other's methods. For example, Greece is very interested in sophisticated HR structures, and conversely the team in Germany is very interested in whether the successful customer acquisition tools developed in Athens are also transferable to Nuremberg.

**NEW CHALLENGES**

Nine months after the acquisition was completed, the two partners are facing an entirely new challenge: the economic downswing from the coronavirus. Choudalakis is sure they will overcome this difficult period together: "The essential role of trade fairs in the economy – networking people together – will return. We are expecting that will strengthen our future cooperation with NürnbergMesse Group both in terms of exchanging know-how and in our commercial cooperation." //



Major recognition for the new collaboration: Greece's Minister for Development and Investment Adonis Georgiadis (3rd from left) at the first joint reception for NürnbergMesse and FORUM.



**artoza**  
FOR  
**30**  
YEARS



**xenia**  
**50,000**  
SQUARE METRES OF EXHIBITION SPACE



**HO RE | CAI**  
**100,000**  
VISITORS



Automation  
... for the Digital Enterprise

Automation  
... for the Digital Enterprise

SILICON  
Digital Enterprise - Thinking Industry Further!

Drive Systems  
Communication & Identification

Services  
... for the Digital Enterprise

Siemens  
Industry Edge

RULE THE  
FUTURE!

Welcome to the  
SIMATIC HMI/SCADA Lounge  
and to the  
MindSphere Ecosystem Lounge

# A SENSE OF COMMUNITY

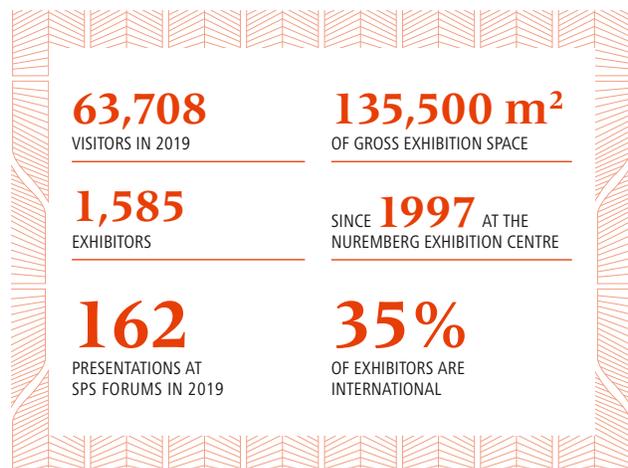
**SPS is the platform where top experts in industrial automation can exchange ideas. The industry has been meeting in Nuremberg since 1997 and presents its latest innovations every year.**

The trade fair hub for the automation industry started small. In 1990, one year before the Internet became usable by the public, 63 exhibitors gathered in Sindelfingen, Germany, to show 3,420 visitors what the future of automation might look like. Seven years later, the experts gathered at the first SPS in Nuremberg to discuss the latest developments in the field.

**»SPS networks experts in the automation industry. It's where users who have a specific need can come to collaborate with exhibitors and find the right solution for their company.«**

When the event relocated to Nuremberg, it was as though Mesago, the organiser, had opened the floodgates. Nürnberg-Messe's venue offered the industry new space for growth. By the time of the automation fair's 2019 anniversary, SPS had grown from its initial three halls in Nuremberg to covering 135,000 square metres in 16 halls.

As SPS celebrated its 30th event, the digital transformation had become the main driver for automation. Innovations were thronging to Nuremberg every year. Yet for all the event's fast pace, international scope, and professional polish, the founding spirit behind SPS is still evident in many aspects of the fair. To take just one example, five companies have been exhibiting continuously since 1990. Every minute brings advanced thinkers and specialists together to develop their ideas. The industry speaks a language of its own, and after 30 years of the trade fair, it has more to say in that language than ever. //

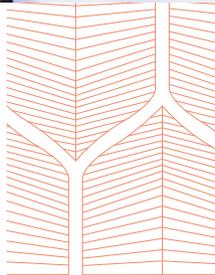


## NUERNBERGMESSE GUEST EVENTS

- // Working together in trust
- // A flexible, up-to-the-minute event venue
- // Nuremberg: Tradition and innovation

Partner and guest events in Nuremberg are founded on a dialogue between equals and a joint effort based on trust. Trade-fair and conference organisers will find a flexible, state-of-the-art venue in Nuremberg with three high-performance convention centres and 16 halls.

# INNOVATIVE AND CREATIVE



**1/** New prospects, new trends, new possibilities: The European packaging industry is diverse and dynamic.

**2/** FACHPACK presents packaging, packaging technology, and the associated processes.

**3/** Some 1,600 exhibitors network with 44,000 industry professionals from industries with heavy needs for packaging.

**Packaging protects our goods, helps them keep longer, and makes them part of intelligent supply chains. The packaging industry has been presenting its innovations for 40 years at FACHPACK, the European trade fair for packaging, technology and processing. Experts and industry specialists highlight the trends ahead with the “Trend Radar.” Three topics are becoming increasingly important:**

1.

#### ENVIRONMENTALLY FRIENDLY PACKAGING

Packaging is playing a major role in the discussion on protecting the environment. Makers are developing recycled or recyclable packages using resource-conserving materials, making returnable packages or systems and applying new environmentally-aware processes. Environmentally friendly packaging uses less material: for example, by using honeycomb structures. The “unpacked movement” is also lending new momentum to returnable containers – including as packaging for shipping. New materials made of regenerable ingredients, some of them plant-based, can be easily recycled. Glass is undergoing a revival as a packaging material. It is made of raw materials that exist in nature, provides good protection, and is 100 per cent recyclable. The latest techniques can also apply glass as a wafer-thin coating to provide extremely lightweight protection. //

2.

#### PACKAGE DESIGN

A growing demand for sustainability and the boom in online retail are changing packaging design. More and more mail-order retailers are using the manufacturers’ own product packaging for shipping. Besides being efficient, that conserves resources – and at the same time, it creates new requirements for product packaging. Now the design also has to factor in returns – meaning that returnable shipping packages are being developed to optimise the shipping process.

The big players in e-commerce are demonstrating an important trend: making individual shipping packages in their company designs. As a key point of contact with the customer, packaging plays an important role in the brand experience because the product package can be used to convey brand messages and perceptions. Well-designed packages create interest in owning the product. Some users enjoy unpacking a product so much that they post the moment as an “unboxing clip” on YouTube. //

3.

#### DIGITALISED PACKAGING

Logistics operators see great potential for enhancing efficiency by connecting real goods with virtual data. Developing intelligent packaging and integrating it into logistics chains generates new business models.

Packaging that bears a unique label or code can be identified throughout the supply chain. If a product has an auto-ID solution, the sender knows at every point exactly where the shipment is. Additional sensors can record ambient data: temperature, humidity, pressure on the package, or the amount of shaking. That lets the logistics operator know if the products are being transported properly. As “smart objects,” packages help optimise the utilisation of shipping capacity and warehouses and reduce planning effort and expense. //

→ You can download the “Trend Radar” at: [www.packaging-360.com](http://www.packaging-360.com)



# GENERATING NEW MOMENTUM

**The coronavirus crisis is confronting society and business with immense challenges. NürnbergMesse is working with its clients, shareholders, and service partners to prepare for when the restrictions are eased. The goal is to make trade fairs successful once again after this difficult time and to help lay the groundwork for kick-starting the economy.**

**E**ye contact, one-on-one discussions, a handshake that seals the deal: Moments that are just a basic part of any trade fair have been a thing of the past since the coronavirus outbreak early in 2020. “Better to give a smile” has been the new slogan at NürnbergMesse. Clients’ and employees’ health and safety are the top priority for the Group. NürnbergMesse had to comply with instructions from the authorities in addition to extensive safety precautions and intensified hygienic measures, and had to either postpone or cancel trade fairs.

## **IMPORTANT PLATFORMS FOR COMPANIES**

Trade fair organisers, exhibitors, and clients are not the only ones wondering how much longer it will be until trade fairs can start up again. What is clear is that restrictions prompted by the coronavirus will have very significant economic consequences. For many companies – including exhibitors and visitors at trade fairs and conferences in Nuremberg and around the world, as well as NürnbergMesse itself – the COVID-19 pandemic has caused a serious interruption. That means it will be all the more important after the crisis for companies to find the right platforms and presentation options for getting back onto the international stage.

NürnbergMesse is hard at work preparing for that. The right dates need to be found for postponed events and scheduled to match the industry’s rhythm and companies’ calendars. NürnbergMesse event teams are already in close contact with their partners, industry associations, and exhibitors to get things ready. //



THE FUTURE //



# WHAT TRADE FAIRS MEAN TO US



»Trade fairs will still be essential for companies in the future. Personal contact builds trust and is a foundation for working together successfully.«

**Daniela Strobel,**  
Head of Marketing, co-founder,  
and shareholder at cirosec GmbH,  
exhibitor at it-sa



»Trade fairs mirror their industries; they're the only place where you can experience a brand with all your senses. Personal interchanges are still a very high priority.«

**Sandra Wapniewski,**  
Corporate Communication at KHS GmbH,  
exhibitor at BrauBeviale



»A trade fair is a key megaphone for our corporate group and an important point of contact with our international customers. It's a perfect place for us to present innovations to a broad public. So after the distancing phase is over, we're looking forward even more to seeing each other again in person.«

**Florian Schneckenleithner,**  
Project Manager Frontale 2020  
MACO - Mayer & Co Beschläge GmbH,  
exhibitor at FENSTERBAU FRONTALE



»IWA OutdoorClassics is the shared highlight for a whole industry, its brands, and its customers. Without that trade fair, the year would lack an important highlight and an important community experience.«

**Andreas Schechinger,**  
Managing Director and CEO at Tatonka GmbH,  
exhibitor at IWA OutdoorClassics



»Our booth at a trade fair is where our products and services really come to life. Our customers can handle them, try them out, and experience them first-hand.«

**Bernd Haberzettl,**  
GLYN GmbH & Co. KG,  
exhibitor at embedded world





**Business needs trade fairs. They're important drivers for any participating industry and serve as business platforms where supply and demand can meet. Jörn Holtmeier, the new Managing Director of the AUMA trade fair association, highlights trade fairs' importance to the economy and calls for clear "post-corona" rules of play for the trade fair industry.**

"Trade fairs are business platforms that will be essential for getting the economy back on track quickly and sustainably," Jörn Holtmeier emphasises, with particular reference to the German trade fair business. Trade fairs will provide an important push for getting things moving as the global economy rebuilds after the coronavirus crisis. As platforms for innovation and new collaborations, they're especially helpful to small and medium-sized businesses.

Trade fairs are marketplaces that help rev up not just the individual exhibitors' and visitors' businesses but entire economies. According to the ifo economic institute, trade fairs in Germany alone generate an economic impact worth more than EUR 28 billion a year. That also goes for NürnbergMesse, which according to a study by the same institute generates purchasing power effects worth as much as EUR 1.65 billion. Successful trade fairs and conferences benefit numerous other business segments, including hotels and restaurants, retail, transportation, and crafts.

Trade fairs can play a key role in strengthening the economy in the post-corona era. One prerequisite will be clear standards for the industry in terms of hygienic and safety precautions. AUMA Managing Director Holtmeier is certain that German trade fair venues are well-equipped for the task. Like others, NürnbergMesse has an up-to-date exhibition centre whose 16 exhibition halls and three convention centres can be used flexibly. NürnbergMesse is also working on trade fair concepts that meet the highest standards for hygiene and safety. The top priority here, as ever, is the safety of exhibitors, visitors, and employees. This means that future trade fairs will again be "Connecting People." //

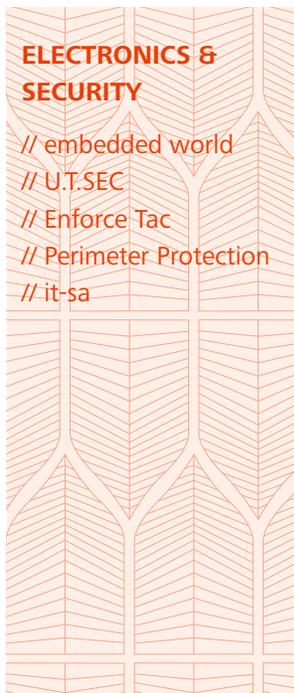
**WHAT TRADE FAIRS CAN PROVIDE:**

- + Platforms for innovation
- + New impetus for the economy
- + An important exchange of knowledge
- + Civility and trust
- + A springboard for start-ups
- + Economic engine for entire regions
- + Experience and education
- + Events with a heart
- + Collaborative arrangements and partnerships



Jörn Holtmeier, Managing Director, AUMA

Exhibitions and congresses tailored to the needs of your industry. To achieve this, NürnbergMesse stays in close contact with its customers, partners and professional associations, and has designed its new organisational structure "Orga+" to leverage further synergies between the various events.



**ELECTRONICS & SECURITY**

- // embedded world
- // U.T.SEC
- // Enforce Tac
- // Perimeter Protection
- // it-sa



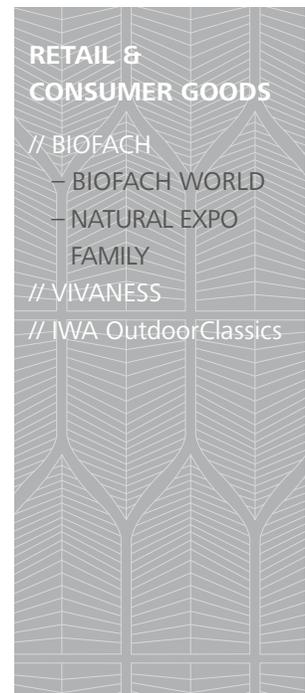
**SOCIAL & PUBLIC**

- // Altenpflege
- // Berufsbildung
- // ConSozial
- // Kommunale
- // Werkstätten: Messe
- // CACIB
- // evenord



**BUILDING & CONSTRUCTION**

- // FENSTERBAU FRONTALE
- // Stone+tec
- // HOLZ-HANDWERK – Woodworking Events
- // GaLaBau
- // Chillventa
- // European Heat Pump Summit
- // FeuerTrutz
- // eltec



**RETAIL & CONSUMER GOODS**

- // BIOFACH – BIOFACH WORLD – NATURAL EXPO FAMILY
- // VIVANESS
- // IWA OutdoorClassics

VISITING INDUSTRY PROFESSIONALS,  
NATIONAL

**809,313**

EXHIBITORS, NATIONAL

**21,727**

VISITING INDUSTRY PROFESSIONALS,  
INTERNATIONAL

**223,984**

EXHIBITORS, INTERNATIONAL

**13,712**

#### PROCESS TECHNOLOGY

- // BrauBeviale  
– Beviale Family
- // FACHPACK
- // POWTECH/PARTEC  
– POWTECH WORLD
- // EUROGUSS  
– THE LEADING DIE-  
CASTING SHOWS
- // MedtecLIVE

#### PARTNERS

- // European Coatings  
Show  
– The Leading  
Coatings Shows
- // Interzoo

#### NEW

- // Belt and Road
- // Kicker convention
- // Blockchain Summit
- // Net.Law.S

#### GUEST EVENTS

- // Consumenta
- // German ORACLE Users' Group (DOAG)  
Conference + Exhibition
- // Leisure, Tourism and Gardens
- // Halls & Walls
- // HOGA
- // IFH/Intherm
- // International Congress of German  
Ophthalmic Surgeons
- // PaddleExpo
- // PCIM
- // Retro Classics Bavaria
- // Sensor+Test
- // Spielwarenmesse®
- // SMT
- // SPS

and other events

See the relevant website for the latest details on the exhibitions listed from p. 26 onwards.

# MY EVENT

## EXHIBITORS



»The pioneers in the international organic sector celebrate their annual family get-together – it's fair, professional, sincere, simply very nice!«

**Ute Leube**  
Joint founder and joint owner of PRIMAVERA,  
exhibitor at VIVANESS



»The innovative craft beer scene meets at CBCE. Some exciting collaborative arrangements have started there. The conference is where experts share their knowledge.«

**Huang Yuening**  
General Manager of Ningbo Lehui International,  
exhibitor at CBCE in Shanghai



»The many personal conversations are extremely valuable, and they are becoming even more important as the world grows more digital.«

**Charles Schmidt**  
Head of Creations, Global Communications Krones AG,  
exhibitor at BrauBeviale

## PARTNERS



»The desire to facilitate valuable encounters that will lead to something new – that's what has connected us to NürnbergMesse from the outset.«

**Benjamin Bauer**  
CEO ZOLLHOF – Tech Incubator

»Our mission at Feuer-Trutz is to bring together people with differing skills and knowledge in order to create better solutions.«

**Dr Christoph Müller**  
CEO FeuerTRUTZ Network GmbH

»The international exhibition venue is inseparably linked with the destination. That's why working closely together is essential.«

**Yvonne Coulin**  
Managing Director, Congress and Tourism Centre  
Nuremberg

## EMPLOYEES



»Personal interaction is becoming more important than ever. I'm proud to be shaping this trade fair experience for so many people.«

**Anna-Catharina Heller**  
IWA OutdoorClassics



»Trade visitors from around the world gather at our exhibitions. The Visitor Service is there to help them on their trip to Nuremberg.«

**Carl Veldman**  
Visitor Service



»Building a platform where people from around the world can meet each other face to face and learn about each other's products.«

**Anna-Maria Wengert**  
embedded world Exhibition & Conference

## Nuremberg



26–28.2.2019

World's Leading Trade Fair for Embedded Systems

## embedded world Exhibition & Conference

Now in its 17th year, embedded world once again succeeded in impressing the global embedded community. Its trade visitor total of about 31,000 was the second highest in its history. The accompanying embedded world Conference was entirely focused on "Embedded Intelligence," and its keynotes proved a fascinating drawcard. The electronic displays Conference provided a further platform for discussion. About 2,000 participants and speakers from 46 countries took part in its top-level programmes.



Exhibitors

1,117



Visitors

30,895



Net exhibition space

28,820 m<sup>2</sup>
[www.embedded-world.de/en](http://www.embedded-world.de/en)

## Nuremberg



6–7.3.2019

International Exhibition &amp; Conference – Law Enforcement, Security and Tactical Solutions

## Enforce Tac

The 8th Enforce Tac and the 3rd U.T.SEC were even more closely linked than previously, in terms of both location and themes. The events recorded about 35 per cent more trade visitors than in the previous year, and about 25 per cent more exhibitors – a clear sign of the high level of acceptance they enjoy.



Exhibitors

304



Visitors

4,759



Net exhibition space

5,715 m<sup>2</sup>
[www.enforcetac.com/en](http://www.enforcetac.com/en)

## Nuremberg



6-7.3.2019

Unmanned Technologies & Security – Expo & Conference Nuremberg

### U.T.SEC

Once again in 2019, U.T.SEC – Summit for Drones, Unmanned Technologies & Security – brought together users, suppliers and experts on improving security for critical infrastructure and major events by both using and protecting against drones.



Exhibitors

**22**



Visitors

**303**



Net exhibition space

**235 m<sup>2</sup>**

[www.utsec.de/en](http://www.utsec.de/en)

## Mumbai, India



15-16.5.2019

India's IT Security Expo and Conference

### it-sa India

Cybersecurity is one of the most urgent challenges facing policy-makers and businesses. Following up on its launch event in 2018, it-sa India once again brought together the key IT security experts under a single roof, offering a top-quality conference programme with the leading experts in the industry.



Exhibitors

**34**



Visitors

**904**



Net exhibition space

**560 m<sup>2</sup>**

[www.itsa-india.com](http://www.itsa-india.com)

## São Paulo, Brazil



1–3.10.2019

Brazilian Trade Fair for Electric Mobility

## VE Latino Americano

The forum for promoting electric mobility in South America, VE Latino Americano presented new sector developments, products and services during this three-day event. The CMOVE Congress for Mobility and Electric Vehicles was held in parallel for the second time.



Exhibitors

50



Visitors

3,455



Net exhibition space

1,366 m<sup>2</sup>
[www.salaoemob.com.br/en](http://www.salaoemob.com.br/en)

## Nuremberg



8–10.10.2019

The IT Security Expo and Congress

## it-sa

Once again this year, it-sa recorded impressive growth compared to the previous year, with increased numbers for both exhibition visitors and exhibitors. In about 350 forum presentations and 30 events in the accompanying congress, the event offered additional interaction on all aspects of information security and data protection. Complementing the many contributions on information security, the special keynote by British investigative journalist and best-selling author Misha Glenny on the final day brought the event to a successful conclusion.



Exhibitors

753



Visitors

15,590



Net exhibition space

14,649 m<sup>2</sup>
[www.it-sa.de/en](http://www.it-sa.de/en)

## Mumbai, India



17–19.10.2019

Trade Fair for India's Film and TV Industry

### BROADCAST INDIA

The trade fair for broadcasting and film technology gave exhibitors and visitors from more than 36 countries the opportunity to present the latest industry technology. At the conference held in parallel, experts explained the latest developments and background details relating to the infotainment sector.



Exhibitors

**189**



Visitors

**11,098**



Net exhibition space

**4,827 m<sup>2</sup>**

[www.broadcastindiashow.com](http://www.broadcastindiashow.com)

## Shanghai, China



28–29.10.2019

International Conference for Electric Vehicle Technologies

### Electric Vehicle Technologies Conference

The conference not only provided an overview of the latest technology trends and market developments on all aspects of electric mobility, but also discussed the opportunities and challenges for electric vehicles, and shared the latest results of research into alternative types of drive system.



Visitors

**286**

[www.evtec-china.com/en](http://www.evtec-china.com/en)

## Nuremberg



27–30.3.2019

Trade Fair for Vocational Participation and Exhibition of Workshops for Persons with Disabilities

### Werkstätten:Messe

Werkstätten:Messe 2019 gave visitors the opportunity to learn firsthand about workshops for persons with disabilities, and the associated products and services. The trade fair showed the forms that successful and practical inclusion can take.



Exhibitors

**144**



Visitors

**14,885**

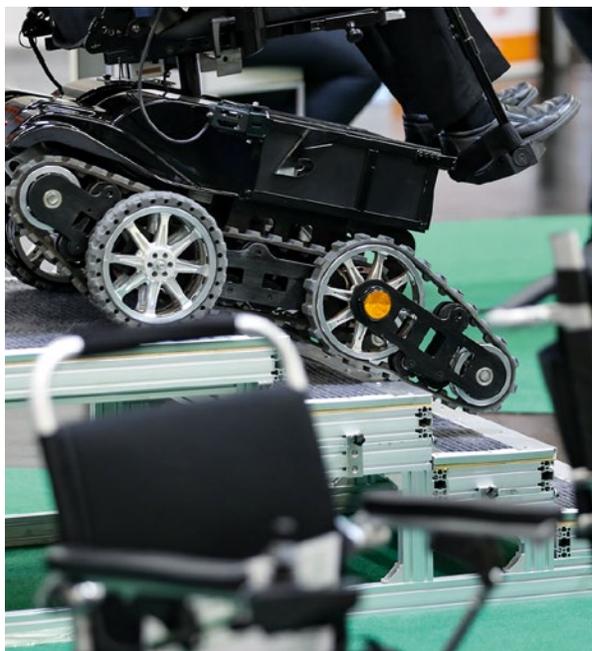


Net exhibition space

**5,266 m<sup>2</sup>**

[www.werkstaettenmesse.de](http://www.werkstaettenmesse.de)

## Nuremberg



2–4.4.2019

Leading Care Services Exhibition

### ALTENPFLEGE

For the three days of the exhibition, about 700 exhibitors at ALTENPFLEGE displayed the latest developments, services and products in the fields of care services and therapy, professional activity and training, IT and management, nutrition and household management, textiles and hygiene, and living space and technology. Many workshops and presentations on the key themes and developments on all aspects of inpatient and outpatient care complemented the range of products and services on display at Germany's largest care services exhibition. The new developments presented there included robotic nurses, and also a smart mattress designed to prevent patients from developing bedsores.



Exhibitors

**673**



Visitors

**27,042**



Net exhibition space

**20,253 m<sup>2</sup>**

[www.altenpflege-messe.de](http://www.altenpflege-messe.de)

## Nuremberg



13–14.7.2019

International Show of Pedigree Dogs

### CACIB

CACIB is the meeting place for all dog lovers. A commercial exhibition displayed products on everything relating to dogs. At the international (CACIB) and national pedigree dog show, about 4,000 dogs faced the judges, who evaluated them in terms of appearance, character and balance.



Exhibitors

**80**



Visitors

**15,200**



Net exhibition space

**7,617 m<sup>2</sup>**

[www.cacib-messe.de](http://www.cacib-messe.de)

## Nuremberg



12–13.10.2019

Your Innovative Exhibition for Butchery and Gastronomy

### evenord

evenord, the innovative exhibition for the craft-based food industry, was held during the second weekend of October. Some 4,000 trade visitors from the meat industry and the hotel and catering industries were invited for a weekend of networking, feasting and discovery. About 160 companies presented trends on raw materials, equipment, shop fittings, packaging, work clothing, decoration and service. The atmosphere in the hall was very positive, and large crowds gathered at every stand. In addition to the product show, the highlights included a convivial beer garden and a live production session nearby.



Exhibitors

**162**



Visitors

**4,000**



Net exhibition space

**3,517 m<sup>2</sup>**

[www.evenord-messe.de](http://www.evenord-messe.de)

## Nuremberg



16–17.10.2019

Trade Fair and Congress for Public Needs

## KOMMUNALE

On its 20th anniversary, KOMMUNALE set new records for both visitor and exhibitor numbers. Mayors, administrators, department heads and office-holders in senior policymaking positions gathered at the exhibition venue and discussed current challenges in public policy. In addition, many exhibitors gave the visitors a presentation of new trends, products and services for public needs. In parallel with the product show, the congress of the Bavarian Gemeindetag (Association of Municipalities) rounded out the programme.



Exhibitors

390



Visitors

4,669



Net exhibition space

7,773 m<sup>2</sup>
[www.kommunale.de](http://www.kommunale.de)

## Nuremberg



6–7.11.2019

Germany's Largest Congress and Trade Fair for the Social Welfare Market

## ConSozial

Every autumn, trade visitors gather at ConSozial to learn about the latest developments and trends in the social sector. In 2019, the theme for the congress and trade fair was "Together instead of lonely – strengthening social cohesion," reflecting a challenging trend for the future.



Exhibitors

248



Visitors

6,635



Net exhibition space

5,483 m<sup>2</sup>
[www.consozial.de](http://www.consozial.de)

## Nuremberg



9–11.1.2019

The Trade Fair for Electrical and Energy Technology

## eltec

At eltec, an extensive product portfolio plus 65 workshops and 30 expert presentations was a winner. An e-house developed by the ZVEH (Central association for the electrical and electronic engineering industry) illustrated solutions for networked building services technology. And at the Techno Camp, new talents in the electrical and electronic trades explored and tested the exhibitors' products.



Exhibitors

217



Visitors

10,067



Net exhibition space

8,612 m<sup>2</sup>
[www.eltec-messe.de](http://www.eltec-messe.de)

## Nuremberg



20–21.2.2019

International Trade Fair with Congress for Preventive Fire Protection

## FeuerTrutz

The information platform for fire protection professionals offered local and international industry professionals an extensive overview of the market for preventive fire protection. Visitors from about 50 countries made the trade fair the largest platform for dialogue in this area in Europe. Elements in the supporting programme, such as exhibitor presentations and live demonstrations at the Fire Protection EXPERIENCE also proved a winner. The 35 presentations at the accompanying Fire Protection Congress provided information on the many different challenges involved in fire protection planning, and achieved a record with about 1,500 participants.



Exhibitors

315



Visitors

9,029



Net exhibition space

6,696 m<sup>2</sup>
[www.feuertrutz-messe.de/en](http://www.feuertrutz-messe.de/en)

Mumbai, India



28.2-2.3.2019

International Exhibition on Heating, Ventilation, Air Conditioning, and Refrigeration Technology

ACREX India

Trade visitors from more than 25 countries attended the 20th edition of ACREX India in Mumbai. Many workshops and seminars covering all aspects of the latest developments and methods in the HVAC&R sector were on offer, including topics like energy efficiency and indoor air quality.



Exhibitors

481



Visitors

35,400



Net exhibition space

18,721 m<sup>2</sup>

[www.acrex.in](http://www.acrex.in)

Mumbai, India



28.2-2.3.2019

Trade Fair for Security and Fire Prevention

FIRE & SECURITY INDIA EXPO

Demand is growing in India for fire protection and security equipment, as evidenced by a 20-per cent increase in visitor numbers this year. To lend its support to the sector, FSIE provided a market overview showing integrated solutions for fire protection and security.



Exhibitors

93



Visitors

8,004



Net exhibition space

2,658 m<sup>2</sup>

[www.fsie.in](http://www.fsie.in)

São Paulo, Brazil



12-15.3.2019

Trade Fair for the Ceramic and Stone Industry

EXPO REVESTIR

Brazil's largest business platform for sanitary ware, coatings, fittings and finishing solutions, EXPO REVESTIR was the meeting place for industry experts from throughout Latin America. The event was divided into business days and creative days to cater for every interest.



Exhibitors

174



Visitors

62,859



Net exhibition space

19,500 m<sup>2</sup>

[www.exporevestir.com.br/en](http://www.exporevestir.com.br/en)

## Greater Noida, Delhi/NCR, India



13–16.3.2019

International Trade Fair for the Woodworking Industry

### DELHIWOOD

Covering all aspects of the key topic, “Transformation of Furniture Manufacturing and the Woodworking Industry,” Delhiwood provided new ideas across the spectrum of furniture manufacture, woodworking machinery, services for interior architecture, and various construction engineering services.



Exhibitors

**527**



Visitors

**27,448**



Net exhibition space

**21,842 m<sup>2</sup>**

[www.delhi-wood.com](http://www.delhi-wood.com)

## Shanghai, China



28–30.5.2019

International Trade Fair for Urban Green and Public Spaces

### Greenery & Landscaping China

Held for the third time in 2019, this event recorded a substantial increase in visitor and exhibitor numbers compared to the previous year. There was noticeable growth in interest from Europe, not least thanks to a delegation visit and the accompanying conference with a focus on interaction between China and Europe.



Exhibitors

**158**



Visitors

**8,300**



Net exhibition space

**3,812 m<sup>2</sup>**

[www.glcexpo.com](http://www.glcexpo.com)

## Mumbai, India



17–19.10.2019

India's Leading Trade Show for Furniture Manufacturing Technologies

### MUMBAIWOOD

The third edition of India's leading trade show for furniture manufacturing technologies recorded a 45 per cent increase in visitor numbers compared to the previous show in the series. This is evidence of the strong growth in this sector and the fact that MUMBAIWOOD has become established as a central meeting place for the industry.



Exhibitors

**136**



Visitors

**8,281**



Net exhibition space

**1,874 m<sup>2</sup>**

[www.mumbai-wood.com](http://www.mumbai-wood.com)

## Nuremberg



**22–23.10.2019**  
**International Congress on Industrial and Commercial Heat Pump Applications**

### European Heat Pump Summit

Around 260 participants, more than half from outside Germany, attended the 10th edition of the congress and the Foyer Expo, which was fully booked with 22 exhibitors. A total of 35 prominent speakers from Germany and abroad offered top-level and comprehensive insights into the current situation regarding heat pumps.



Exhibitors

**22**



Visitors

**257**



Net exhibition space

**120 m<sup>2</sup>**

[www.hp-summit.de/en](http://www.hp-summit.de/en)

## Hyderabad, India



**21–23.11.2019**  
**Trade fair for the Cold Chain and Refrigeration Industry in India**

### REFCOLD INDIA

REFCOLD INDIA brought together decision-makers and experts from the cold chain and refrigeration industry for the second time. Industry-specific seminars dealt with air conditioning in the pharmaceutical, dairy, fishing and hospitality industries. There was also a focus on sustainable energies.



Exhibitors

**152**



Visitors

**4,734**



Net exhibition space

**4,203 m<sup>2</sup>**

[www.refcoldindia.com](http://www.refcoldindia.com)

## Dortmund

29.1–3.2.2019  
Europe's Largest Hunting Exhibition

## Jagd &amp; Hund

[www.jagd-und-hund.de/en](http://www.jagd-und-hund.de/en)

## Athens, Greece

8–11.2.2019  
The Leading Exhibition for the Hospitality and Food Service Sector in Greece

## HORECA

At its 14th edition, HORECA once again showed itself to be the most important commercial forum in the hospitality and catering sector. An extensive supporting programme included topics on all aspects of promoting the Greek tourism sector.



Exhibitors

**521**



Visitors

**26,224**



Net exhibition space

**26,970 m<sup>2</sup>**

[www.horecaexpo.gr/en](http://www.horecaexpo.gr/en)

## Nuremberg

13–16.2.2019  
World's Leading Trade Fair for Organic Food

## BIOFACH

BIOFACH, the World's Leading Trade Fair for Organic Food, achieved new record exhibitor and visitor numbers for its 30th birthday. The 2019 event saw Botswana and Comoros participate for the first time. Trade fair trends included vegetarian and vegan, convenience, and protein and zero-waste products. Together with VIVANESS, the international trade fair for natural and organic personal care, BIOFACH was once again the meeting place for more than 51,000 visitors. With its focus on "The organic system: healthy in a holistic approach," the Congress accompanying the trade fair pairing attracted 9,500 participants, confirming its position as the largest international platform in the sector for knowledge transfer and networking.



Exhibitors

**2,983**



Visitors

**51,488**

including VIVANESS



Net exhibition space

**48,234 m<sup>2</sup>**

[www.biofach.de/en](http://www.biofach.de/en)

## Nuremberg



13–16.2.2019

International Trade Fair for Natural and Organic Personal Care

## VIVANESS

VIVANESS transformed the Nuremberg Exhibition Centre into the international sector gathering for the natural and organic personal care sector for the 13th time. First-time participants among the more than 280 exhibitors were representatives from the Philippines and Serbia. The "Innovation made in Germany" pavilion and the special show "Breeze" were among the arrangements enabling trade visitors to discover a huge range of products and secret tips. Trends this year included probiotic natural cosmetics, Nordic Beauty and zero-waste products.



Exhibitors

283



Visitors

51,488

including BIOFACH



Net exhibition space

5,389 m<sup>2</sup>
[www.vivanness.de/en](http://www.vivanness.de/en)

## Nuremberg

14–15.2.2019

Congress for Representatives of Local, State and Federal Authorities

## STADTLANDBIO

[www.stadtlandbio.de](http://www.stadtlandbio.de)

## Athens, Greece



22–25.2.2019

International Trade Fair for the Bakery &amp; Patisserie Sectors

## ARTOZA

An absolute success: official figures show the 16th edition of ARTOZA drew about 20 per cent more visitors than the previous event, in 2017. An extensive supporting programme including presentations and workshops attracted representatives from all sectors of industry to Athens.



Exhibitors

226



Visitors

8,500



Net exhibition space

12,617 m<sup>2</sup>
[www.artoza.com/en](http://www.artoza.com/en)

## Nuremberg



8–11.3.2019

High Performance in Target Sports, Nature Activities,  
Protecting People

## IWA OutdoorClassics

With 46 years of tradition behind it, IWA OutdoorClassics is a long-established meeting place for the industry. Defining characteristics this year were the high level of international participation and expertise of the trade visitors. The supporting programme also dealt with the opportunities that digitalisation offers the industry. Practical, virtual and real-life examples accompanying presentations and discussion rounds showed what form the purchasing experience may take in the future.



Exhibitors

**1,619**

Visitors

**45,476**

Net exhibition space

**60,332 m<sup>2</sup>**[www.iwa.info/en](http://www.iwa.info/en)

## Athens, Greece



16–18.3.2019

International Food and Beverage Exhibition

## FOOD EXPO

This year was the sixth time the food and beverage industry has gathered in Athens. Businesses from within and outside Greece introduced their products and services to the many buyers from the retail, food and drink, and hospitality industries.



Exhibitors

**1,293**including  
OENOTELIA

Visitors

**18,854**including  
OENOTELIA

Net exhibition space

**23,560 m<sup>2</sup>**including  
OENOTELIA[www.foodexpo.gr/en](http://www.foodexpo.gr/en)

## Athens, Greece



16–18.3.2019  
International Wine & Spirits Exhibition

## OENOTELIA

OENOTELIA, the International Wine & Spirits Exhibition, was held at the same time as FOOD EXPO, offering participants a whole raft of synergies. Exhibitors had the opportunity to present their products to thousands of representatives from the organised retail and wholesale trade, catering and purchasing.



Exhibitors

**1,293**including  
FOOD EXPO

Visitors

**18,854**including  
FOOD EXPO

Net exhibition space

**23,560 m<sup>2</sup>**including  
FOOD EXPO

[www.oenotelia.gr/en](http://www.oenotelia.gr/en)

## Athens, Greece



11–13.5.2019  
Exhibition for Organic Products and Eco Living

## Bio Festival

The launch of Bio Festival brought together professionals and consumers from throughout the organic sector with huge success. The event celebrated the ecological lifestyle, emphasising the growing importance of organics in Greece.



Exhibitors

**71**

Visitors

**6,124**

Net exhibition space

**661 m<sup>2</sup>**

[www.biofestival.gr/en](http://www.biofestival.gr/en)

## Shanghai, China



16–18.5.2019  
International Organic Trade Fair and Conference

## BIOFACH CHINA

The 13th edition of BIOFACH CHINA proved a winner with trade visitors and exhibitors alike. In addition to the four exhibition areas, the seven conferences and nine interactive events in the supporting programme, in particular, received high praise. CRAFT BEER CHINA was held for the first time in parallel with the trade fair.



Exhibitors

**391**

Visitors

**18,046**

Net exhibition space

**4,701 m<sup>2</sup>**

[www.biofach-china.com](http://www.biofach-china.com)

## São Paulo, Brazil



5-8.6.2019

International Trade Fair of Organic Products and Agroecology

## BIOFACH AMERICA LATINA – BIO BRAZIL FAIR

Growth in exhibitor and visitor numbers reflected continued positive development in Brazil's organic sector, and also confirmed the position of the trade fair pairing of BIOFACH AMERICA LATINA – BIO BRAZIL FAIR as Brazil's key organic platform.



Exhibitors

191



Visitors

36,980



Net exhibition space

2,275 m<sup>2</sup>
[www.biofach-americalatina.com](http://www.biofach-americalatina.com)

## Bangkok, Thailand



11-14.7.2019

International Organic Trade Fair and Conference

## BIOFACH SOUTH EAST ASIA

BIOFACH SOUTH EAST ASIA opened its doors to the organic sector in Thailand in parallel with NATURAL EXPO SOUTH EAST ASIA, the trade fair for natural products currently in the process of gaining organic certification. On their second appearance, these events cemented their position as central industry meeting points in South East Asia.



Exhibitors

169



Visitors

24,196

including  
NATURAL EXPO  
SOUTH EAST ASIA

Net exhibition space

2,409 m<sup>2</sup>
[www.biofach-southeastasia.com](http://www.biofach-southeastasia.com)

## Bangkok, Thailand



11-14.7.2019

International Trade Fair and Conference for Natural Products

## NATURAL EXPO SOUTH EAST ASIA

Once again in 2019, NATURAL EXPO SOUTH EAST ASIA was the central meeting point for the young South East Asian sector for natural products in the process of gaining organic certification. This event is the ideal complement to BIOFACH SOUTH EAST ASIA, which is held in parallel.



Exhibitors

234



Visitors

24,196

including BIOFACH  
SOUTH EAST ASIA

Net exhibition space

2,494 m<sup>2</sup>
[www.naturalexpo-southeastasia.com](http://www.naturalexpo-southeastasia.com)

## São Paulo, Brazil



22–24.8.2019

Leading Trade Fair for the Cycling Industry in Latin America

### Festival Bike Brasil

In 2019, the Trade Fair for the Cycling Industry was again one of Latin America's most important meeting points for manufacturers, wholesalers and retailers. In addition to the latest trends and new products on the market, more than 100 bicycle models were available for testing on an indoor track.



Exhibitors

**35**



Visitors

**2,060**



Net exhibition space

**817 m<sup>2</sup>**

[www.festivalbikebrasil.com.br/en](http://www.festivalbikebrasil.com.br/en)

## Baltimore, USA



12–14.9.2019

International Trade Fair for Organic Products

### BIOFACH AMERICA

The 17th edition of BIOFACH AMERICA again met with widespread support from exhibitors and visitors. The high points of the supporting programme included an expert discussion on "The Future of Organic: Relevance & Scalability." BIOFACH AMERICA will relocate to Philadelphia in 2020.



Exhibitors

**192**



Visitors

**29,095**



Net exhibition space

**2,124 m<sup>2</sup>**

[www.biofach-america.com](http://www.biofach-america.com)

## Athens, Greece



28–30.9.2019

The Central Meeting Point for Coffee Lovers and Experts

## Athens Coffee Festival

This was the fourth time that leading espresso firms and prominent Greek and international roast houses gathered to provide information on coffee specialities. This popular event was a favourite with both coffee specialists and the general public.



Exhibitors

98



Visitors

19,174



Net exhibition space

2,696 m<sup>2</sup>
[www.athenscoffeefestival.gr/en](http://www.athenscoffeefestival.gr/en)

## Delhi, India



7–9.11.2019

India's Largest International Trade Fair on Organic Products

## BIOFACH INDIA

The 11th edition of BIOFACH INDIA and NATURAL EXPO INDIA, held in parallel, once more cemented their reputation as India's most important annual symposium for the organic sector. The proven trade fair concept also included a conference with top-level participation.



Exhibitors

203



Visitors

7,147



Net exhibition space

3,120 m<sup>2</sup>
[www.biofach-india.com](http://www.biofach-india.com)

## Athens, Greece



**23-25.11.2019**

**International Exhibition for the Equipment of Tourism  
and Food & Beverage Businesses**

### **XENIA**

Happy exhibitors and thousands of visitors from all areas of the hotel industry this year once again confirmed the immense importance of XENIA to the Greek tourism industry. Solutions on all aspects of energy, construction and equipment for hotels were on display at 180 stands.



Exhibitors

**525**



Visitors

**14,945**



Net exhibition space

**26,191 m<sup>2</sup>**

[www.xenia.gr/en](http://www.xenia.gr/en)

## Moscow, Russia



19–21.2.2019

International Trade Fair for Beverage Production

### Beviale Moscow

Further growth and a good atmosphere: the fourth Beviale Moscow was once again the meeting place for the beverage industry in Eastern Europe. The cornerstones of its continued success are a concept perfectly tuned to local industry needs, strong professional association partners and above-average growth in visitor numbers.



Exhibitors

**164**



Visitors

**6,239**



Net exhibition space

**2,178 m<sup>2</sup>**

[english.beviale-moscow.com](http://english.beviale-moscow.com)

## Mumbai, India



14–15.3.2019

India's Leading Exhibition for Home & Personal Care Ingredients, Packaging, Machinery, Equipment & Print and Label Segment

### HPCI India

In addition to an extensive display of products, HPCI India offered conferences and workshops on all aspects of wellness and cosmetics. Seminars by exhibitors and the Innovation Zone gave the industry professionals plenty of opportunities to share information.



Exhibitors

**254**



Visitors

**3,441**



Net exhibition space

**2,567 m<sup>2</sup>**

[www.hpci-india.com/home](http://www.hpci-india.com/home)

## Milan, Italy



27–28.3.2019

Conference and Exhibition for the Craft Beer Industry

### CRAFT BEER ITALY

The highlights of the second edition of this B2B exhibition included four tasting zones, in addition to the 33 technical presentations at the conference organised by Doemens and VLB (Versuchs- und Lehranstalt für Brauerei), the Berlin-based brewing, teaching, and training institute. CRAFT BEER ITALY was also the host for the premiere of the Craft Beer Label Contest.



Exhibitors

**74**



Visitors

**909**



Net exhibition space

**1,056 m<sup>2</sup>**

[www.craft-beer-italy.it/en](http://www.craft-beer-italy.it/en)

## Nuremberg

9–11.4.2019  
International Congress on Particle Technology

## PARTEC

[www.partec.info](http://www.partec.info)

## Nuremberg

9–11.4.2019  
Leading International Trade Fair for the Powder  
and Bulk Solids Industries

## POWTECH

Machines in live operation and many inspiring presentations: POWTECH proved a winner with a varied trade fair programme for top-level expert interaction. The trade forums with a focus on chemistry, food and pharmaceuticals provided a wealth of scientific insights. The interactive programme of the new Networking Campus proved a very popular concept. Thirty presentations and two panel discussions encouraged discussion on the trend themes of the future. At the highly regarded Congress on Particle Technology, with more than 500 participants, top-level speakers provided information on areas such as CO<sub>2</sub> reduction and Additive Manufacturing.



Exhibitors

**823**



Visitors

**14,131**



Net exhibition space

**26,857 m<sup>2</sup>**

[www.powtech.de/en](http://www.powtech.de/en)

## Shanghai, China

15–17.5.2019  
Conference and Exhibition for the Craft Beer Industry

## CRAFT BEER CHINA

China has one of the fastest developing beer markets anywhere in the world. This was the situation in which CRAFT BEER CHINA 2019 – already the fourth in the series – offered its visitors a proven combination of conference and exhibition. The supporting programme of seminars and testing sessions rounded out the event.



Exhibitors

**223**



Visitors

**10,649**



Net exhibition space

**3,974 m<sup>2</sup>**

[www.cbcechina.com/en](http://www.cbcechina.com/en)

## Shanghai, China



16–17.5.2019

International Intelligent Packaging Equipment,  
New Material & Creative Design Forum

### PAK-ID

The goal of the new conference format was to set up professional technology platforms and build bridges between Chinese and European markets. The focus was on smart packaging for the food and beverage industry.



Visitors

**321**

[www.pak-id.com/en](http://www.pak-id.com/en)

## São Paulo, Brazil



21–23.5.2019

International Exhibition of the Cosmetic Industry

### FCE Cosmetique

This year's FCE Cosmetique once again offered a unique forum for solutions and innovations on all aspects of cosmetic development and production, from raw materials through to services. The Latin American Congress of Cosmetic Sciences (COLAMICQ) was held in parallel with the exhibition.



Exhibitors

**146**



Visitors

**10,326**



Net exhibition space

**6,010 m<sup>2</sup>**

[www.fcecosmetique.com.br/en](http://www.fcecosmetique.com.br/en)

## São Paulo, Brazil



21–23.5.2019

International Exhibition of Technology for the Pharmaceutical Industry

### FCE Pharma

FCE Pharma, the key exhibition and a driver of growth for the pharmaceutical industry in the region, has traditionally been held in parallel with FCE Cosmetique. In addition to new product developments and trends for the pharmaceutical industry, it also included a top-level conference programme.



Exhibitors

**209**



Visitors

**8,363**



Net exhibition space

**8,302 m<sup>2</sup>**

[www.fcepharma.com.br/en](http://www.fcepharma.com.br/en)

## Nuremberg



21–23.5.2019

Leading Networking Platform for the International Medical Technology Community

### MedtecLIVE

With more than 4,500 visitors from 50 countries, MedtecLIVE got off to a good start as a key meeting place for the industry in Europe. More than 80 presentations at the MedtecLIVE exhibition forums and 75 contributions at the MedTech Summit looked at regulatory questions and many other technological, medical and business-related topics of current interest to the medical technology sector. The MedTech Summit and the CARAT x-ray conference recorded about 500 participants. Together with Forum MedTech Pharma and the combination of exhibition and congresses, the result was a medical technology platform for in-depth professional interaction.



Exhibitors

**402**



Visitors

**4,573**



Net exhibition space

**6,366 m<sup>2</sup>**

[www.medteclive.com/en](http://www.medteclive.com/en)

## Nuremberg



4-5.6.2019

Car Body Process Chain – from Concept to Final Assembly

## AUTOMOTIVE ENGINEERING EXPO

The latest AUTOMOTIVE ENGINEERING EXPO (AEE) dealt comprehensively with the question of how automakers can achieve greater flexibility in the production process. OEMs gave live presentations of their solutions in the Innovation Park.



Exhibitors

**84**



Visitors

**919**



Net exhibition space

**2,115 m<sup>2</sup>**

[www.automotive-engineering-expo.com/en](http://www.automotive-engineering-expo.com/en)

## Bangalore, India



3-4.7.2019

Trade Fair and Conference for the Manufacture of Beer, Wine and Spirits

## CRAFT DRINKS INDIA

Both the trade fair and conference and the technical workshops proved highly popular with the professional visitors at this international event. Organised in conjunction with PDA Trade Fairs, Craft Drinks India built further on its successful launch in 2018.



Exhibitors

**56**



Visitors

**1,327**



Net exhibition space

**1,217 m<sup>2</sup>**

[www.craftdrinksindia.com](http://www.craftdrinksindia.com)

## Shanghai, China



17–19.7.2019  
International Die-Casting Trade Show

## CHINA DIECASTING

One of the most influential die-casting trade shows in the world, CHINA DIECASTING 2019 welcomed international experts once again. Some 450 exhibitors were there to present new products and technologies. Twelve on-site events offered opportunities to share knowledge and information.



Exhibitors

451



Visitors

18,671



Net exhibition space

16,173 m<sup>2</sup>

[www.diecastexpo.cn/en](http://www.diecastexpo.cn/en)

## São Paulo, Brazil



27–29.8.2019  
Congress and Trade Show for the Retail Trade

## LATAM RETAIL SHOW

This event, consisting of a trade show and congress, offered a platform for information and interaction for the retail trade. Representatives from all sectors presented their products and used the congress as an opportunity to discuss the transformation processes resulting from digitalisation, consumer behaviour and the economic situation.



Exhibitors

46



Visitors

9,220



Net exhibition space

1,230 m<sup>2</sup>

[www.latamretailshow.com.br](http://www.latamretailshow.com.br)

## São Paulo, Brazil



24–26.9.2019  
International Trade Fair for Laboratory, Analyses,  
Biotechnology and Quality Control

## Analitica Latin America

For its 15th run, this leading trade fair for the analytical chemistry industry once again emphasised its reputation as a key platform for the laboratory and biotechnology sector. On display were the latest trends in process automation, biotechnology, environmental protection, laboratory equipment and software.



Exhibitors

201



Visitors

7,917



Net exhibition space

6,342 m<sup>2</sup>

[www.analicanet.com.br/en](http://www.analicanet.com.br/en)

## Nuremberg



24–26.9.2019

European Trade Fair for Packaging, Processes and Technology

## FACHPACK

FACHPACK 2019: 40 years young and still with its finger on the pulse. The theme of this anniversary edition, “Environmentally Friendly Packaging,” captured the spirit of the times, displaying recycled packaging, materials that help to save resources, reusable packaging and systems, and new processes that go easy on the environment. Especially innovative solutions were recognised with the German Packaging Award and the Sustainability Awards. The supporting programme, particularly the PackBox and TechBox forums, the special show on “Premium Packaging” and the special exhibition areas for national and international start-ups, also proved highly popular.



Exhibitors

**1,591**



Visitors

**43,405**



Net exhibition space

**61,709 m<sup>2</sup>**

[www.fachpack.de/en](http://www.fachpack.de/en)

## Athens, Greece



12–14.10.2019

International Food Equipment and Technology Trade Show

## FOODTECH

A successful debut established FOODTECH right from the start as a key platform for the food and beverage industry in Southern Europe. The major players, from both within and outside Greece, presented their machines and services to potential domestic and international customers.



Exhibitors

**195**



Visitors

**6,907**

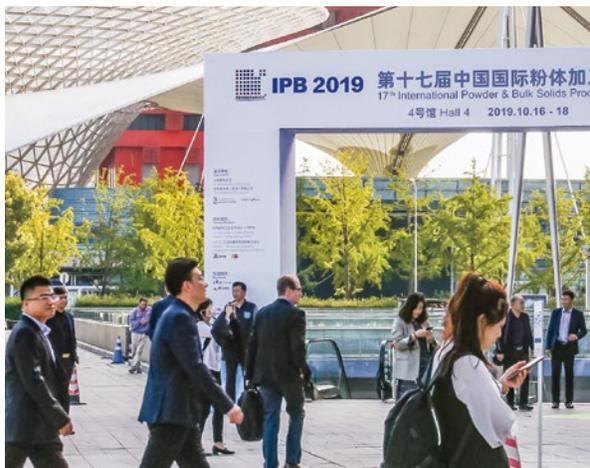


Net exhibition space

**8,328 m<sup>2</sup>**

[www.foodtech.gr/en](http://www.foodtech.gr/en)

## Shanghai, China



16–18.10.2019

China's Leading Trade Fair for Powder and Bulk Solids Processing

### IPB

In addition to innovative technologies for particle, powder and bulk solids processing, the trade fair scored with a top-level supporting programme and a wide range of international speakers. Visitor numbers were up by 30 per cent on the previous event in the series, with 19 per cent more exhibition space overall.



Exhibitors

**177**



Visitors

**11,366**



Net exhibition space

**3,230 m<sup>2</sup>**

[www.ipbexpo.com/en](http://www.ipbexpo.com/en)

## Nuremberg



12–14.11.2019

Capital Goods Exhibition for the Beverage Industry

### BrauBeviale

The main theme of BrauBeviale this year was "Future viability of the beverage sector," and the exhibition demonstrated once again that it is an important driving force and an unmissable, firmly established industry event. Visitors and exhibitors were clearly impressed by the highly-international make-up of the exhibition and appreciated the lively interaction made possible by its many symposia, forums and meeting places. A high point was the presentation of the European Beer Star and the Consumers' Favourite, for which the exhibition visitors were able to vote for the winner.



Exhibitors

**1,088**



Visitors

**40,021**

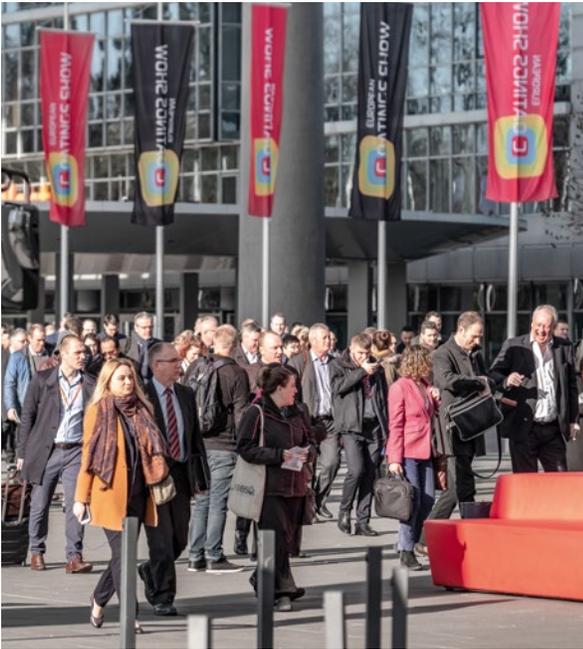


Net exhibition space

**46,723 m<sup>2</sup>**

[www.braubeviale.de/en](http://www.braubeviale.de/en)

## Nuremberg



19–21.3.2019

**Trends and Technologies Covering all Aspects of the Production of Paints, Coatings, Sealants, Construction Chemicals and Adhesives**

### European Coatings Show

Larger than ever: extending across eight halls, the European Coatings Show mapped the entire process chain for the manufacture of paints and coatings. The international Start-up Area was launched this year. The overlapping European Coatings Show Conference brought together researchers and experts from the coatings industry for 24 sessions covering the latest technological trends and market developments. The fact that exhibitors from outside Germany made up almost 70 per cent of the total highlighted the show's position as an international hotspot for the sector.



Exhibitors

**1,156**



Visitors

**30,472**



Net exhibition space

**42,507 m<sup>2</sup>**

[www.european-coatings-show.com](http://www.european-coatings-show.com)

## São Paulo, Brazil



21–23.8.2019

**Event for People and Their Pets**

### PET South America

The largest trade fair for the pet and veterinary sector in its region, PET South America had many innovations in the areas of animal protection and care, health, nutrition and veterinary hospital equipment to offer.



Exhibitors

**282**



Visitors

**27,986**



Net exhibition space

**7,917 m<sup>2</sup>**

[www.petsa.com.br](http://www.petsa.com.br)

## São Paulo, Brazil



**30.8–1.9.2019**

**Event for People and Their Pets**

## Pet Experience

The first B2C event for pet owners in Latin America was an unquestioned success. Breed exhibitions and many activities for dogs, cats and their owners made Pet Experience an event for the whole family. The Dog Play Area with its own course was especially popular.



Exhibitors

**15**



Visitors

**9,090**



Net exhibition space

**7,800 m<sup>2</sup>**

[www.petexperience.com.br](http://www.petexperience.com.br)

## São Paulo, Brazil



**1–3.10.2019**

**The Trade Show of the Brazilian Coatings Manufacturers Association**

## ABRAFATI

Organised for the first time by NürnbergMesse Brasil for the Brazilian Coatings Manufacturers Association, ABRAFATI 2019 focused on four key pillars: representing the interests of the industry, developing the industry further, conveying knowledge, and offering opportunities to network.



Exhibitors

**183**



Visitors

**13,495**



Net exhibition space

**10,701 m<sup>2</sup>**

[www.abrafati.com.br](http://www.abrafati.com.br)

## Nuremberg



8.5.2019  
Blockchain Conference

## Markt & Technik Blockchain Summit powered by NürnbergMesse

How can large volumes of data be leveraged and new business models developed on this basis? The second Markt & Technik Blockchain Summit powered by NürnbergMesse had the answers, and also offered further insights into the many possible applications for blockchain.

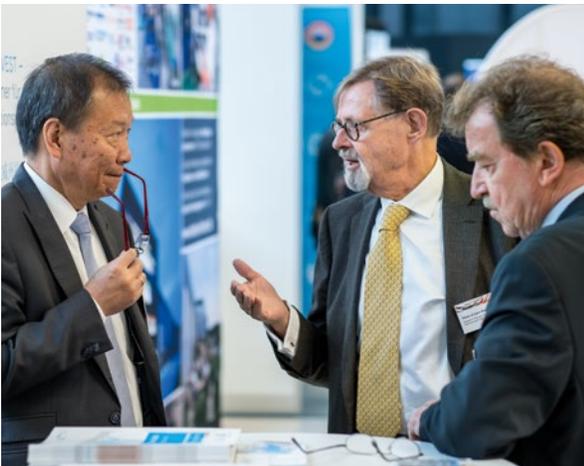


Visitors

**46**

[www.blockchain-summit.de](http://www.blockchain-summit.de)

## Nuremberg



2.10.2019  
Belt and Road Initiative for German Companies

## Belt and Road Congress 2019 – Trading in New Markets

The congress dealt with aspects of China's "Belt and Road" initiative. An accompanying exhibition by service firms and organisations complemented the event. Participants also had the opportunity to arrange free consulting interviews with experts from relevant BRI regions.



Exhibitors

**20**



Visitors

**220**



Net exhibition space

**105 m<sup>2</sup>**

[www.seidenstrasse.bayern](http://www.seidenstrasse.bayern)

## Nuremberg



7.11.2019  
The Business Platform in Sport

## kicker Convention

The Business Platform in Sport celebrated a successful launch this year, with more than 100 participants attending the exclusive B2B event by kicker/Olympia Verlag and NürnbergMesse. The focus was on networking, practical tips and knowledge sharing in sports marketing, with particular reference to e-sport.



Visitors

**116**

## Nuremberg

9.1.2019

New Year Event hosted by the City of Nuremberg

## City of Nuremberg New Year's Reception

[www.nuernberg.de](http://www.nuernberg.de)

## Nuremberg

11.1.2019

R+F Tiefbau Congress and Exhibition

## R+F TBU Tiefbautag

[www.rf-tbu.de](http://www.rf-tbu.de)

## Nuremberg

12–13.1.2019

Just Married Wedding Show

## Wedding Show

[www.just-married.de](http://www.just-married.de)

## Nuremberg

13–15.1.2019

Trade Fair for Gastronomy, Hotel and Catering

## HOGA

The tourism boom in Bavaria continues: accommodation providers in the state benefited from HOGA 2019 to pick up new ideas. Industry professionals also enjoyed a successful search for new business partners, suppliers, and new equipment.



Exhibitors

**739**


Visitors

**28,900**


Net exhibition space

**20,838 m<sup>2</sup>**
[www.hoga-messe.de](http://www.hoga-messe.de)

## Nuremberg

17.1.2019  
SPIE Germany & Central Europe

**ONE SPIE 2019 Convention**

[www.spie.de](http://www.spie.de)

## Nuremberg

17.1.2019  
Because language is the key to the world

**Sprach-Kitas Regional Conference**

<https://sprach-kitas.fruehe-chancen.de>

## Nuremberg

21.1.2019  
Nuremberg Entrepreneur Congress with  
New Year's Reception for SMEs

**Nuremberg Congress  
for Entrepreneurs**

[www.unternehmer-kongress.de](http://www.unternehmer-kongress.de)

## Nuremberg

30.1–3.2.2019  
Key Meeting Point for the Toy Industry

**Spielwarenmesse®**

Seventy years old and still with its finger on the pulse – Spielwarenmesse® marked this round-figure anniversary as the key meeting point for the international toy industry. With an improved hall structure and many special exhibition areas, the event once again proved a winner with decision-makers from all around the world.



Exhibitors

**2,886**



Visitors

**66,876**



Net exhibition space

**109,345 m<sup>2</sup>**

[www.spielwarenmesse.de](http://www.spielwarenmesse.de)

## Nuremberg

13–14.2.2019  
Experience. Network. Build.

## Knauf WERKTAGE

[www.knauf-werktage.de/en](http://www.knauf-werktage.de/en)

## Nuremberg

22–23.2.2019  
Congress of Surgeons

## National Conference of Surgeons

[www.bundeskongress-chirurgie.de](http://www.bundeskongress-chirurgie.de)

## Nuremberg

27.2–3.3.2019  
Freizeit Messe – The Starting Signal for Spring

## Leisure, Tourism and Gardens in Nuremberg

In the garden halls, visitors were able to sniff the first spring air and discover the latest garden and leisure trends for 2019. The wide range of tourism products and services also encouraged a sense of wanderlust. And during the weekend, the show became the popular meeting place for whisk(e)y and rum connoisseurs.



Exhibitors

**920**



Visitors

**104,900**



Net exhibition space

**32,207 m<sup>2</sup>**

[www.freizeitmesse.de](http://www.freizeitmesse.de)

## Nuremberg

13–14.3.2019  
Food Service Exhibition

## EDEKA Foodservice-Messe

<https://edeka-foodservice.de>

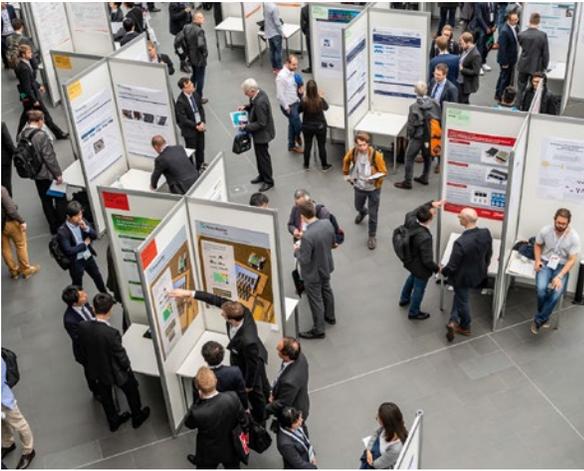
## Nuremberg

13–14.4.2019  
Juice Plus+ National Leadership Convention

## Juice Plus+ LIVE

[www.juiceplus.com/de/de/franchise/events/event-berichte/nlc-nuernberg](http://www.juiceplus.com/de/de/franchise/events/event-berichte/nlc-nuernberg)

## Nuremberg



7-9.5.2019

**International Exhibition and Conference for Power Electronics and its Applications**

### PCIM Europe

Trends, developments and product innovations for all areas of application of power electronics – all taking centre stage at PCIM for the 41st time! The top-level, five-stream lecture programme at the conference proved highly popular.



Exhibitors

**515**



Visitors

**12,182**



Net exhibition space

**15,459 m<sup>2</sup>**

[pcim.mesago.com/nuernberg/en.html](http://pcim.mesago.com/nuernberg/en.html)

## Nuremberg



7-9.5.2019

**Solutions for Electronic Assemblies and Systems**

### SMTconnect

The trade fair, held for the first time under this name, had many highlights to offer. For example, the points on the programme included the EMS Park, which provided a platform dedicated to contract manufacturing, and the presentation area "PCB meets Components."



Exhibitors

**417**



Visitors

**13,050**



Net exhibition space

**12,728 m<sup>2</sup>**

[smt.mesago.com/events/en.html](http://smt.mesago.com/events/en.html)

## Nuremberg

11.5.2019

**Annual Seminar for All Administrative Employees of I.K. Hofmann GmbH**

### I.K. Hofmann Company Seminar

[www.hofmann.info](http://www.hofmann.info)

## Nuremberg

14–15.5.2019  
SCHEMA System Provider Conference

## SCHEMA Conference

[www.schema.de/conference](http://www.schema.de/conference)

## Nuremberg

17–18.5.2019  
Trauma Medicine Conference of the DGUV South-East Regional Association – German Social Accident Insurance

## Trauma Medicine Conference

[www.dguv.de/landesverbaende/de/veranstaltungen/u-med](http://www.dguv.de/landesverbaende/de/veranstaltungen/u-med)

## Nuremberg

21–22.5.2019  
The Job Fair

## akademika

[www.akademika.de](http://www.akademika.de)

## Nuremberg



23–25.5.2019  
Ophthalmic Surgery Congress

## International Congress of German Ophthalmic Surgeons

Prominent experts presented innovations and developments and discussed the gold standards of ophthalmic surgery. The congress included an accompanying industrial exhibition, in addition to a seminar programme for medical centre and practice management and symposia for telemedicine, anaesthesiology, contact lenses and strabology.



Exhibitors

**125**



Visitors

**6,093**



Net exhibition space

**4,629.5 m<sup>2</sup>**

[www.doc-nuernberg.de](http://www.doc-nuernberg.de)

## Nuremberg

5.6.2019  
Conference of Sparkassenverband Bayern

## UnternehmerKonferenz 2019 und Bayerischer Gründerpreis

## Nuremberg



24–27.6.2019

The Event for Web, Mobile, Java and .NET

## Developer Week

Developer Week was a meeting place for software developers from all areas of IT. With more than 200 presentations, it once again offered a wealth of knowledge transfer this year, together with a trade fair for products and services from prominent companies.



Exhibitors

30



Visitors

2,500



Net exhibition space

170 m<sup>2</sup>
[www.developer-week.de/en](http://www.developer-week.de/en)

## Nuremberg



25–27.6.2019

International Trade Fair for Sensorics, Measuring and Testing Technologies with Concurrent Conferences

SENSOR+TEST –  
THE MEASUREMENT FAIR

Visitors took the opportunity to learn in detail about the many innovations at the trade fair stands. The special trade fair theme, Sensors and Measurement for Process Automation, was discussed both there and at the well-attended lecture forums.



Exhibitors

538



Visitors

6,873



Net exhibition space

8,395 m<sup>2</sup>
[www.sensor-test.de](http://www.sensor-test.de)

## Nuremberg

2–3.7.2019

Industry Gathering for Local and Regional Broadcasters

## Lokalrundfunktage

[www.lokalrundfunktage.de](http://www.lokalrundfunktage.de)

## Nuremberg

4–7.9.2019

DGKFO Convention

92nd Scientific Convention of  
the German Orthodontic Society  
(DGKFO)
[www.dgkfo-vorstand.de](http://www.dgkfo-vorstand.de)

## Nuremberg



17–19.9.2019

Annual Conference of the German-Speaking SAP User Group (DSAG)

## DSAG Annual Conference

With its theme redolent of a film set, "And Action! Digitise Consistently," the 20th DSAG Annual Conference once again broke all previous records with 5,500 participants and 175 exhibitors. The focus was on practical insights into digitalisation projects and new technologies.



Exhibitors

175



Visitors

5,500

[www.dsag.de](http://www.dsag.de)

## Nuremberg

26–27.9.2019

Trade Show for the Specialist Convenience and Beverage Trade

## PRO FachHANDEL

[www.profachhandel.de/en](http://www.profachhandel.de/en)

## Nuremberg



27–29.9.2019

Trade Show for Members of the UNITED IMAGING GROUP

## DIE FOTOMESSE

Following a successful launch in 2018, the second edition of the trade show for members of the UNITED IMAGING GROUP was held at the Exhibition Centre Nuremberg again this year. Many industry partners displayed their products for the participating traders.



Exhibitors

82



Visitors

1,500



Net exhibition space

3,560 m<sup>2</sup>
[www.uig.de](http://www.uig.de)

## Nuremberg



4-6.10.2019

Paddlesports Trade Show

## PADDLEexpo

PADDLEexpo once again served as a global marketplace and an international gathering for players in the sector. It also served as a central information point and point of contact for hiring, events and incentives, and watersport tourism.



Exhibitors

**160**

Visitors

**1,737**

Net exhibition space

**4,894 m<sup>2</sup>**
[www.paddleexpo.com](http://www.paddleexpo.com)

## Nuremberg



5-6.10.2019

Trade Show of Automotive Parts Wholesaler Knoll Automotive

## Knoll TEC

The trade show of automotive parts wholesaler Knoll Automotive displayed new developments relating to all aspects of automobile service and workshop equipment. Knoll, a provider of workshop designs created in-house, also covered digital solutions and services for hybrid and electric vehicles.



Exhibitors

**84**

Visitors

**4,500**

Net exhibition space

**3,490 m<sup>2</sup>**
[www.messe.knoll.de](http://www.messe.knoll.de)

## Nuremberg



6–12.10.2019  
IG Metall Union Congress

## 24th Ordinary Congress of IG Metall

“Together for tomorrow in solidarity and justice” was the theme of the 24th Ordinary Congress of IG Metall. A total of 483 delegates elected the members of the Management Board for the next four years and set forth the future working programme for the union. In all, four resolutions, five main motions and almost 800 ordinary motions were discussed, considered and decided on. The common theme was the far-reaching transformations of the economy and society. During the opening event, Employment Minister Hubertus Heil emphasised the importance of the unions.



Exhibitors

**56**



Visitors

**1,400**



Net exhibition space

**1,122 m<sup>2</sup>**

[www.igmetall.de](http://www.igmetall.de)

## Nuremberg



9–12.10.2019  
The Trade Fair for Paper, Office Supplies and Stationery

## Insights-X

In the space of five years, Insights-X has matured into an international brand fair that has become a go-to event for decision-makers responsible for purchasing paper, office supplies and stationery in Europe in particular. The popular workshops were as well attended as the InsightsTalks, the new lecture format.



Exhibitors

**321**



Visitors

**5,669**



Net exhibition space

**11,012 m<sup>2</sup>**

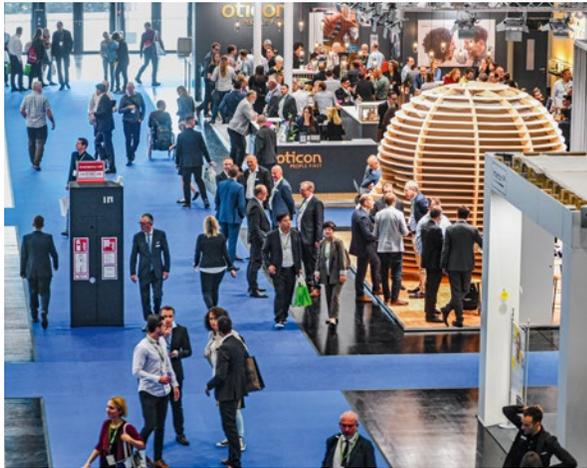
[www.insights-x.com/en](http://www.insights-x.com/en)

## Nuremberg

16–18.10.2019

**64th International Congress of Hearing Aid Acousticians**

State-of-the-art sensor technology and artificial intelligence have something in common – people with hearing loss benefit from both. The world's largest industry event, consisting of an industry exhibition and a scientific lecture programme, provided valuable education in this area.



Exhibitors

**149**

Visitors

**8,220**

Net exhibition space

**7,387 m<sup>2</sup>**
[www.euha.org/congress](http://www.euha.org/congress)

## Nuremberg

21–23.10.2019

International Project Management Forum

**“PM Forum” and “PMO Tag (project management office day)”**
[www.pm-forum.de](http://www.pm-forum.de)

## Nuremberg

26.10–3.11.2019

Experience Fair for the Metropolitan Region of Nuremberg

**Consumenta**

A wide range of themes made the fair a real crowd-puller once again in 2019. Events with plenty of variety, like the horse show Faszination Pferd, the Autosalon and the “Original Regional” hall, gave all visitors the opportunity to enjoy individual Consumenta experiences.



Exhibitors

**1,326**

Visitors

**169,000**

Net exhibition space

**42,000 m<sup>2</sup>**
[www.consumenta.de](http://www.consumenta.de)

## Nuremberg



31.10–3.11.2019

International Trade Fair “Ideas-Inventions-New Products”

### iENA

The iENA trade fair provided a platform for some 800 inventions from 30 countries, laying the foundations for these innovations to be launched on the market. Visitors to Consumenta, held in parallel, considered the exhibits from a consumer’s perspective.



Exhibitors

**184**



Visitors

**12,300**



Net exhibition space

**2,680 m<sup>2</sup>**

[www.iena.de/en](http://www.iena.de/en)

## Nuremberg



7.11.2019

The Congress on Data Processing with DATEV Software

### DATEV Kongress

Everything at the DATEV Congress focused on the theme of “Living Digitalisation.” Prominent speakers like Christoph Keese, Richard David Precht and Gabor Steingart offered fascinating food for thought with their ambivalent, provocative and trail-blazing approaches.



Visitors

**898**

[www.datev.de/web/de/aktuelles/veranstaltungen/datev-kongress](http://www.datev.de/web/de/aktuelles/veranstaltungen/datev-kongress)

## Nuremberg



19–22.11.2019

Annual Conference of the German ORACLE Users' Group Association (DOAG)

### DOAG Conference + Exhibition

The Conference of the German Oracle Users' Group (DOAG) focused on topics such as Machine Learning and future tests for web applications. Working with training companies, DOAG also offered an extensive training programme.



Exhibitors

**43**



Visitors

**2,000**



Net exhibition space

**421 m<sup>2</sup>**

[2019.doag.org](http://2019.doag.org)

## Nuremberg



22–23.11.2019

Climbing Hall Meeting

### Halls & Walls

The workshops, talks and product presentations at the industry meeting for indoor climbing proved a winner once again this year. Visitor numbers were up by 50 per cent and exhibitor numbers by 25 per cent year on year.



Exhibitors

**150**



Visitors

**1,559**



Net exhibition space

**2,447 m<sup>2</sup>**

[www.alpenverein.de/hallsandwalls](http://www.alpenverein.de/hallsandwalls)

## Nuremberg



26–28.11.2019

International Exhibition for Industrial Automation

## SPS

The focus was on Smart Production Solutions at SPS. The exhibition covered the whole range of automation, from what is achievable today to the vision of a comprehensively digitalized industrial world. It thus functioned as a platform for innovation, encouraging the growing interconnection between automation and IT.



Exhibitors

1,585



Visitors

63,708



Net exhibition space

81,360 m<sup>2</sup>
<https://sps.mesago.com>

## Nuremberg



4–5.12.2019

Congress for a Practical Implementation of Renewable Energies

## FNN-Kongress Netze

FNN-Kongress Netze is the leading event for network operation and network technology in Germany. Via the congress, VDE|FNN offers encouragement to make the energy system ready for growth in renewable resources, and provides an important contribution towards sustainably implementing the transition to a new energy mix.



Exhibitors

39



Visitors

578



Net exhibition space

319 m<sup>2</sup>
[www.fnn-kongress-netze.de](http://www.fnn-kongress-netze.de)

## Nuremberg

5–7.12.2019

Congress for Wound Treatment and Management

## Nuremberg Wound Congress

[www.wuko2020.de](http://www.wuko2020.de)

## Nuremberg



6–8.12.2019

End-of-Season Show for Classic Vehicles

## RETRO CLASSICS BAVARIA

RETRO CLASSICS BAVARIA made classic vehicle lovers' hearts beat faster this year for the fourth time. National and international manufacturers, dealers, collectors and specialists displayed old and new classics and "neo classics" from all around the world.



Exhibitors

227



Visitors

15,000



Net exhibition space

18,109 m<sup>2</sup>
[www.retro-classics-bavaria.de](http://www.retro-classics-bavaria.de)

## Nuremberg

10–12.12.2019

Biogas Convention &amp; Trade Fair

## BIOGAS Convention &amp; Trade Fair

[www.biogas-convention.com/de/en](http://www.biogas-convention.com/de/en)

## Nuremberg

13.12.2019

Benefit Show by Bayerischer Rundfunk

## Sternstunden-Gala

[www.br.de/sternstunden](http://www.br.de/sternstunden)

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**Las Vegas, USA****22–25.1.2019**  
The Shooting, Hunting, Outdoor Trade Show**SHOT SHOW**[www.shotshow.org](http://www.shotshow.org)

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**Tashkent, Uzbekistan****16–18.4.2019**  
International Healthcare Exhibition**TIHE**[www.iteca.uz/tihe/eng](http://www.iteca.uz/tihe/eng)

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**Shanghai, China****14–17.5.2019**  
China International Medical Equipment Fair**CMEF Spring**[www.cmef.com.cn/en](http://www.cmef.com.cn/en)

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**London, UK****4–6.6.2019**  
International Trade Fair for Security in Information Technology**Infosecurity Europe**[www.infosecurityeurope.com](http://www.infosecurityeurope.com)

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**Mexico City, Mexico****5–7.6.2019**  
Trade Show for the Healthcare Sector in Mexico and Central America**EXPOMED Mexico**[www.expomed.com.mx/en](http://www.expomed.com.mx/en)

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Ho Chi Minh City, Vietnam

1-3.8.2019  
International Hospital, Medical and Pharmaceutical Exhibition

## Vietnam Medi-Pharm Expo

<http://medipharmexpo.com>

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Shanghai, China

8-11.9.2019  
International Furniture Production and Woodworking Exhibition

## WMF China/Furniwood

[www.woodworkfair.com/eng](http://www.woodworkfair.com/eng)

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Ho Chi Minh City, Vietnam

18-21.9.2019  
International Woodworking Industry Fair

## VietnamWood

[www.chanchao.com.tw/VietnamWood](http://www.chanchao.com.tw/VietnamWood)

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Dubai, United Arab Emirates

24-26.9.2019  
Exhibition for the Window and Façade Industry

## Windows, Doors & Facades

[www.windowsdoorsandfacadeevent.com](http://www.windowsdoorsandfacadeevent.com)

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**Shanghai, China****25–27.9.2019**  
Exhibition for Suppliers of Medical Equipment**Medtec China**[www.medtecchina.com/en-us](http://www.medtecchina.com/en-us)

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**Qingdao, China****19–22.10.2019**  
Medical Equipment Fair**CMEF Autumn**<http://www.cmef.com.cn/en>

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**Shanghai, China****5–8.11.2019**  
Trade Fair for the Window Industry**FENESTRATION BAU China**[www.fenestration.bauchina.com/en](http://www.fenestration.bauchina.com/en)

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**Shanghai, China****12–14.11.2019**  
International Trade Fair for the Food, Drink, Hotel,  
Restaurant and Retail Industry**FHC – Food & Hospitality China**[www.fhcchina.com/en](http://www.fhcchina.com/en)

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**Dubai, United Arab Emirates****25–28.11.2019**  
International Exhibition for Construction and Design**The Big 5 Show**[www.thebig5.ae](http://www.thebig5.ae)

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**New Delhi, India****12–15.12.2019**  
International Exhibition on Doors, Windows and Facades**ZAK Doors & Windows**[www.zakdoorsandwindows.com](http://www.zakdoorsandwindows.com)

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# FISCAL YEAR 2019

**More exhibitors in 2019 than  
any other odd-numbered year  
in Company history**

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**Multiple anniversaries highlight  
NürnbergMesse's successful  
partnerships**

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**Stake in Greek market leader  
FORUM S.A. opens door  
to Mediterranean region for  
NürnbergMesse**



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## KEY FIGURES

## Exhibition business figures

NürnbergMesse Group

	2015	2016	2017	2018	2019
Exhibitors	27,147	32,317	27,829	35,462	35,439
› national	16,615	18,519	16,419	19,877	21,727
› international	10,532	13,798	11,410	15,585	13,712
Visitors	1,227,541	1,421,217	1,191,907	1,547,212	1,393,628
› including industry professionals	820,633	1,055,439	807,424	1,147,142	1,033,297
› national	631,935	780,958	618,504	846,579	809,313
› international	188,698	274,481	188,920	300,563	223,984
Net exhibition space (m <sup>2</sup> )	875,319	1,126,233	826,579	1,210,564	1,102,890
Hall turnover rate in Exhibition Centre	12	14	11	13	11
Hall capacity in Exhibition Centre (m <sup>2</sup> )	170,000	170,000	170,000	180,000	180,000
Seating capacity in NürnbergConvention Centre <sup>1)</sup>	12,800	12,800	12,800	12,800	12,800
Employees <sup>2)</sup>	602	920	931	1,039	1,197
› apprentices and trainees <sup>3)</sup>	62	68	60	57	63

<sup>1)</sup> Including grandstand seats in Frankenhalle.<sup>2)</sup> Starting in 2016, including average number of temporary staff.<sup>3)</sup> Including students at Baden-Württemberg Cooperative State University (DHBW).

## Financial figures

in EUR million

	2015	2016	2017	2018	2019
<b>NürnbergMesse Group</b>					
Sales	203.7	288.0	205.5	315.1	285.7
Depreciation	22.2	23.2	22.5	24.1	26.7
Cash flow <sup>1)</sup>	22.1	38.6	15.1	52.1	29.1
Consolidated profit/loss of NürnbergMesse	-0.1	15.4	-7.4	28.0	2.3
EBITDA	27.8	56.2	18.6	67.9	34.8
Investments	16.4	24.6	42.1	40.9	24.2
Fixed assets	323.2	326.9	346.4	362.9	374.8
Liabilities	197.5	150.7	206.7	188.2	174.1
Equity	156.8	174.9	166.4	213.9	237.4
Total assets	373.7	359.1	399.5	436.6	451.8
<b>NürnbergMesse GmbH</b>					
Sales	168.1	240.8	168.0	270.3	222.1
Depreciation	20.0	22.3	19.4	21.7	22.3
Reversals	0.0	0.0	0.4	0.0	0.0
Cash flow <sup>2)</sup>	21.8	35.8	12.4	49.9	24.3
Net income/loss for the fiscal year	1.8	13.5	-6.6	28.2	2.0
EBITDA	28.3	52.3	16.2	65.5	29.1
Investments	15.2	24.3	39.9	39.1	35.7
Fixed assets	338.5	340.5	361.4	378.7	392.1
Liabilities	195.4	144.5	204.9	180.9	161.0
Equity	167.5	180.9	174.3	222.6	244.6
Total assets	380.2	355.2	402.4	434.7	442.0

<sup>1)</sup> Simplified: Consolidated profit/loss of NürnbergMesse + depreciation.<sup>2)</sup> Simplified: Net income/loss for the fiscal year + depreciation – reversals.



# CONSOLIDATED MANAGEMENT REPORT AND MANAGEMENT REPORT 2019

of NürnbergMesse GmbH, Nuremberg

## Group basis

The **core business** of NürnbergMesse is producing international trade fairs and exhibitions in the areas of Retail + Consumer Goods, Building + Construction, Processing Technology, Safety + Security, and Social + Public. NürnbergConvention Centre (NCC) hosts conferences and related events. With the addition of international subsidiaries NürnbergMesse China Co. Ltd., NürnbergMesse North America Inc., NürnbergMesse Brasil Ltda., NürnbergMesse Italia S.r.l., NürnbergMesse India Pvt. Ltd., the branch office NürnbergMesse Austria GmbH, and, since 2019, FORUM S.A. in Greece, NürnbergMesse GmbH along with other affiliated companies forms the NürnbergMesse Group, which operates in Germany and in key international trade fair markets. LEHRIEDER CATERING-PARTY-SERVICE GmbH & Co. KG also offers catering services for exhibitors, visitors, and event organisers at the Nuremberg fair site. Holtmann GmbH & Co. KG, the Group's exhibition construction services provider, rounds out NürnbergMesse's portfolio in the strategic MesseService field.

NürnbergMesse Group's event portfolio is characterised by a diverse range of topics clearly tailored to the market needs of each industry concerned. More than 70 trade fairs, mostly international, are held each year in Nuremberg and around the world, along with some 40 conferences – typically accompanied by exhibitions – as well as around 65 corporate and other events. Offering a large number of events limits the economic risk and relativises it in the context of the overall portfolio. The high level of international attendance at the exhibitions, which on occasion can reach 83% on the exhibitor side and 74% on the visitor side, additionally distributes risk among industries and thereby minimises dependence on individual sectors and economic cycles.

In 2019, the NürnbergMesse Group's events saw sharp growth in three key areas compared to 2017: number of exhibitors (+28%), number of visitors (+18%), and net exhibition space (+32%). The portfolio's centrepiece, the international and domestic trade fairs organised by the Company at the Nuremberg Exhibition Centre, grew considerably faster than the figures for exhibitions in Germany as a whole for the sixth consecutive year.<sup>1)</sup> This underscores the significance of the individual trade fairs for exhibitors, visitors, partners, associations, and the media and represents a significant overall indicator of the Company's performance.

The internationalisation of the exhibition business is becoming increasingly important. In order to reach industries with an international base, NürnbergMesse develops exhibition formats worldwide, adapts trade fair events successful in Nuremberg to other countries, and expands the portfolio through strategic acquisitions.

## »Spielwarenmesse eG and NürnbergMesse renewed their partnership early, extending it to 2028.«

Key partners such as Spielwarenmesse eG are a major factor in the success of Nuremberg Exhibition Centre. The world's leading trade fair in the toy industry has been held in Nuremberg since 1950 and at the current Exhibition Centre since 1974. For decades now, this has been a flagship event for Nuremberg as a business and trade fair hub. In 2019, its 70th anniversary year, Spielwarenmesse eG and NürnbergMesse renewed their long-standing partnership early, extending it to 2028.

<sup>1)</sup> AUMA: Stable results for German exhibitions in 2019.  
<https://www.auma.de/en/media/reports/press-2020-02> (13 January 2020).

## Economic report

### GENERAL ECONOMIC CONDITIONS

The German economy is experiencing its longest phase of expansion since reunification. It grew for the 10th consecutive year in 2019, although by just 0.6%, according to Germany's Federal Statistical Office.<sup>2)</sup> The pace of growth slowed considerably compared to 2018 (+1.5%), falling below the average for the past 10 years (2019: +1.3%). Consumption and stable domestic demand were the primary growth drivers. In price-adjusted terms, consumer spending rose 1.6% year over year, while government consumption was up 2.5%.

German exports increased on average in 2019 as a whole, rising by 0.9% over the previous year in price-adjusted terms. Imports were up 1.9%. Overall economic output grew primarily in the service sector, while the industrial sector experienced sharp downturns to which the modest drop in automotive production was the main contributor. Germany recorded an annual average of more than 45 million employed persons for the first time in 2019 (+0.9%). For the eighth consecutive year, the country's government posted a surplus amounting to EUR 49.8 billion in 2019. This was down from the record of EUR 62.4 billion in 2018.

Economic growth in Europe slowed on the back of weak trade and manufacturing. The International Monetary Fund (IMF) reported a decline from 2.3% in 2018 to 1.4% in 2019.<sup>3)</sup> The global economy's growth rate of 2.9% in 2019 was its poorest performance since the financial crisis. According to the Organisation for Economic Co-operation and Development (OECD), the main reason for the slowdown was the now two-year trade dispute between China and the United States.<sup>4)</sup>

### THE TRADE FAIR BUSINESS

As a barometer for economic sentiment, the trade fair business also feels the "dampened economic prospects in many countries," as the Ausstellungs- und Messeausschuss der Deutschen Wirtschaft e. V. (AUMA), Germany's exhibition and trade fair business association, sums up 2019.<sup>5)</sup> In total, exhibitor numbers grew by 1% (previous year: 1.5%) and booth space increased by 0.5% (previous year: 1%) at 163 international and domestic trade fairs in Germany in 2019. Developments in the automotive sector in particular and the associated decline in acceptance of established trade fair formats (IAA) led to a 2% decline in visitors.

### EVENT FIGURES

NürnbergMesse had significantly more exhibitors in 2019 than any other odd-numbered year in Company history. The relevant event figures for international and domestic trade fairs in Nuremberg all increased, with the number of exhibitors up 5%, exhibitor booth space up 4%, and visitor numbers up 3%. NürnbergMesse therefore grew at a much faster pace than its competitors for the sixth consecutive year. Due to a difference in trade fair cycles, the event figures for 2019 are compared with the figures for 2017 for purposes of better comparability.

# +5%

GROWTH IN EXHIBITOR  
NUMBERS AT  
INTERNATIONAL AND  
DOMESTIC TRADE FAIRS

**»More exhibitors by far in 2019 than any other odd-numbered year in Company history.«**

A total of 98 events (2017: 116) were held at the Group's own exhibition space in Nuremberg in 2019, including 29 trade fairs (2017: 28) 35 conferences (2017: 51), and 34 other events (2017: 37). They attracted 26,723 exhibitors (2017: 23,739) and 986,684 visitors (2017: 991,382). Net exhibition space at Nuremberg Exhibition Centre amounted to 848,001 m<sup>2</sup> (2017: 731,622 m<sup>2</sup>). International participation grew again with exhibitors numbering 11,846 (2017: 10,019), or 44% (2017: 42%), and visitors totaling 209,317 (2017: 178,455), or 21% (2017: 18%).

<sup>2)</sup> Destatis: German economy grew 0.6% in 2019.  
[https://www.destatis.de/EN/Press/2020/01/PE20\\_018\\_811.html](https://www.destatis.de/EN/Press/2020/01/PE20_018_811.html)

<sup>3)</sup> IMF: Regional Economic Outlook: Europe. November 2019.  
<https://www.imf.org/en/Publications/REO/EU/Issues/2019/10/24/REO-EUR-1119>

<sup>4)</sup> OECD: Economic Outlook: Weak trade and investment threaten long-term growth.  
<https://www.oecd.org/newsroom/economic-outlook-weak-trade-and-investment-threaten-long-term-growth.htm>

<sup>5)</sup> AUMA: Stable results for German exhibitions in 2019.  
<https://www.auma.de/en/media/reports/press-2020-02> (13 January 2020).

EVENTS IN 2019:

**176**

During fiscal 2019, 176 NürnbergMesse Group events (2017: 177) were held in Nuremberg and around the world. The NürnbergMesse Group attracted 35,439 exhibitors (2017: 27,829), again reaching the record-high level of 2018. Total net exhibition space amounted to 1,102,890 m<sup>2</sup> (2017: 826,579 m<sup>2</sup>). The number of visitors rose sharply to 1,393,628 (2017: 1,191,907).<sup>6)</sup>

## »The international business is gaining considerable importance for NürnbergMesse.«

At the same time, the international business is continuing to gain considerable importance for NürnbergMesse. Events held by the Group's subsidiaries in Brazil, China, India, and Italy in 2019 welcomed 4,471 exhibitors (2017: 3,146) and 246,449 visitors (2017: 167,530) to a cumulative 131,094 m<sup>2</sup> of net exhibition space (2017: 80,530 m<sup>2</sup>). When the portfolio of the new subsidiary in Greece is included, these figures rise to 7,400 exhibitors, 347,177 visitors, and net exhibition space totaling 234,681 m<sup>2</sup>. NürnbergMesse's successful internationalisation strategy is also evidenced by the number of event premieres in 2019/20, with 21 of 25 new trade fair formats in NürnbergMesse's portfolio taking place abroad.

### PERSONNEL

NürnbergMesse GmbH had an average of 556 employees in 2019 (27 more than in 2018). The average at NürnbergMesse Group for the same period was 1,197 (2018: 1,039). In 2019, the NürnbergMesse Group had 44 apprentices (24 of them at NürnbergMesse GmbH) and 19 students from Baden-Württemberg Cooperative State University (DHBW) (GmbH: 15). The previous year's figures were 39 apprentices at the NürnbergMesse Group (GmbH: 23) and 18 DHBW students (GmbH: 14).

NürnbergMesse is among Nuremberg's most desirable employers, a survey by statista found.<sup>7)</sup> To make the Company even more appealing as an employer, NürnbergMesse invests in programmes for its employees. For instance, staff can work flexible hours based on a flexitime model and also take advantage of various programmes to work from home ("Home Office") or on the road ("Mobile Working"). NürnbergMesse staff additionally receive corporate benefits comprising discounts from a number of service providers and can obtain affordably-priced mobile devices through the "Employee PC Programme."

### INSPIRING CUSTOMERS

NürnbergMesse knows that focusing on customers is a key element for the Company's continued success. The "Inspiring Customers" project was carried out in 2018 and 2019. A total of around 380 employees took part in more than 60 workshops from March to July 2019 as part of the project. The aim was to permanently shift the focus to retaining customers.

### OUR THANKS TO OUR STAFF

NürnbergMesse's success is built on a multi-faceted event portfolio clearly tailored to various industries and concentrating on niche segments and trends. One of NürnbergMesse's key competitive advantages is the commitment shown by all employees and their passion for inspiring customers. From the customer point of view, this makes the Company unique in the trade fair business. Management would once again like to expressly thank all employees.

NÜRNBERGMESSE GROUP:

**1,197**

EMPLOYEES WORLDWIDE

<sup>6)</sup> The 2019 event figures for the NürnbergMesse Group include the event figures for the entire year for FORUM S.A., which was acquired on 30 June 2019.

<sup>7)</sup> Statista: Nürnbergs attraktivste Arbeitgeber 2019.  
[https://de.statista.com/page/attraktivste\\_arbeitgeber\\_der\\_stadt\\_nuernberg](https://de.statista.com/page/attraktivste_arbeitgeber_der_stadt_nuernberg)

## Corporate responsibility

As an organiser of international trade fairs and conferences in Nuremberg and around the world and as one of the largest employers in the metropolitan area, NürnbergMesse bears responsibility for its staff, exhibitors, and visitors as well as for the environment. NürnbergMesse undertakes various activities and projects that express its commitment to doing business as an honorable corporate citizen in line with the UN Global Compact, and is therefore also committed to social responsibility and promoting the conservation of resources such as energy and raw materials.

### SOCIAL RESPONSIBILITY

NürnbergMesse's extensive macroeconomic effects make it an important economic engine. NürnbergMesse's investments and expenditures by exhibitors and visitors to Nuremberg Exhibition Centre – for booth construction, transportation, hotel stays, and restaurant visits, for example – create purchasing power effects across Germany per year totaling EUR 1.65 billion, create some 15,000 jobs, and generate tax revenue of over EUR 300 million.<sup>8)</sup>

### EQUAL OPPORTUNITY – DISCLOSURES ON GENDER QUOTAS

NürnbergMesse advocates for the elimination of discrimination in hiring and employment. The Meeting of Shareholders supports permanently increasing the percentage of women on the Supervisory Board (currently: 22.2%) and the Management Board of NürnbergMesse GmbH (currently: 0%) pursuant to the German Act on Equal Participation of Women and Men in Executive Positions in the Private and the Public Sector.

For the period up to 31 December 2023, the Meeting of Shareholders has set a target of 25% for the quota of women on the Supervisory Board and a target of the current percentage for women on the Management Board to be achieved by that date. In the event seats must be filled, the Meeting of Shareholders will support giving appropriate consideration to female candidates.

As at 31 December 2019, the percentage of women in management in the NürnbergMesse Group was around 21% (GmbH: 10%), while 35% of department heads/line managers at NürnbergMesse GmbH were female. A determination was made that the percentage of women at both management levels should not fall below the current quota as at 31 December 2023.

NürnbergMesse's JUMP mentorship programme aims to permanently increase the share of women in executive positions. This programme for up-and-coming female managers has already been successfully run twice. JUMP produced a number of career opportunities for its female participants and the programme will therefore be continued. In accordance with the Entgelttransparenzgesetz (German Pay Transparency Act), NürnbergMesse provides employees with access to a comparison showing compensation by gender.

NürnbergMesse promotes work-life balance by offering employees flexible working models (see p. 78). Childcare is provided on specified dates each year, for instance summer vacation and the Day of Prayer and Repentance.

### TRAINING AND CONTINUING EDUCATION

NürnbergMesse actively promotes the continuing education of its staff through a wide-ranging in-house training programme (2019: 36 seminars). In addition, employees can participate in an extensive selection of external seminars and continuing education courses tailored to their specific professional requirements. As a company committed to career training, NürnbergMesse supports the educational aims of young people each year in six different professions, such as event managers. NürnbergMesse event manager Anna-Maria Wengert is a good example: She scored so highly on her Chamber of Industry and Commerce final exam that she was named the top student in the country in this field.

### LEGALLY COMPLIANT CONDUCT

NürnbergMesse actively promotes legally compliant conduct (LCC) by its employees and opposes all forms of corruption. Its code of ethics for all personnel is outlined in a legal compliance code. Regular anti-corruption trainings are held as part of the LCC system. The process of adapting the LCC system for all domestic and international subsidiaries is now under way.

<sup>8)</sup> Ifo Institut: Economic Impact of the Nuremberg Trade Fairs and Events. <https://www.ifo.de/node/43281>

### RESPONSIBILITY FOR THE ENVIRONMENT

NürnbergMesse promotes the conservation of resources such as energy and raw materials. Its "Energy Initiative" aims to cut electrical and heating output, reduce the electricity used for hall lighting and energy for heating and cooling, decrease the energy consumption of certain events, and expand electric mobility. Energy efficiency is a high priority in procurement, as well as in maintenance and construction. As part of an energy management system (DIN EN ISO 50001), an energy-efficiency team regularly conducts audits to review compliance with energy goals.

**»NürnbergMesse promotes the conservation of resources such as energy and raw materials.«**

### SUSTAINABLE DEVELOPMENT OF THE EXHIBITION CENTRE

NürnbergMesse is striving to obtain the highest level of certification from the German Sustainable Building Council (DGNB) for the construction of NCC South after the DGNB awarded Platinum Certification to the new Hall 3C and also named it "the building with the highest overall DGNB certification score" in 2019.<sup>9)</sup> Achieving this goal means complying with strict environmental, social and economic requirements during design and construction.

The lighting in five exhibition halls (Hall 4A, parts of 7, 7A, 11, 12) and around 80% of the external lighting at Nuremberg Exhibition Centre was switched to LED lamps in recent years. These steps allowed NürnbergMesse to cut its usage to date by up to around 70%, conserving nearly 500,000 kWh of electrical energy. Other halls will be retooled gradually. Other energy targets were met in 2019 thanks to the installation of efficient heating pumps (boiler house, exhibition area) and two new, energy-efficient cooling systems (Hall 7A).

UP TO

**70%**

DECREASE IN ENERGY CONSUMPTION THROUGH THE USE OF LED LIGHTS

### TRANSPORTATION

The dynamic traffic management system enables exhibitors and visitors to use the most efficient route to the Exhibition Centre and reduce congestion. Moreover, the U1 subway line connects the Exhibition Centre directly with the main train station. A transfer to the U2 subway line provides access to the airport. NürnbergMesse employees can use local public transportation at a discount with the "FirmenAbo" ticket. NürnbergMesse makes several charging stations available on the property for recharging electrical vehicles. In 2019, NürnbergMesse set up a truck parking lot in Nürnberg-Langwasser to further reduce congestion around the Exhibition Centre. The lot has space for around 100 trucks. In the future, the parking area will be the key component in a digital paging system designed to ease peak periods and wait times for trucks entering the property.

### POPULARISATION OF ENVIRONMENTALLY-FRIENDLY TECHNOLOGIES

NürnbergMesse's international trade fairs and conferences are innovation drivers in their industries and expressly focus on sustainability issues. These include the BIOFACH product family, the world's leading trade fair for organic food, held in Nuremberg, Shanghai, Tokyo, Delhi, Baltimore, São Paulo, and Bangkok. "Environmentally-friendly packaging" was the core theme at FachPack 2019, and Veículo Elétrico Latino-Americano in São Paulo and the EVTec conference in Shanghai deal with emission-free electric mobility. NürnbergMesse additionally incorporates ecological issues such as energy policy and environmental protection into its procurement activities with additional contract terms.

<sup>9)</sup> German Sustainable Building Council (DGNB): Sustainability with top marks: highlights of 2019. <https://blog.dgnb.de/en/dgnb-2019-projects-of-the-year/>

## Business conditions

### SALES TREND AND RESULT SITUATION

#### NÜRNBERGMESSE GROUP

The NürnbergMesse Group had more exhibitors in fiscal 2019 than in any other odd-numbered year in Company history. Despite a cyclically less robust year for sales, NürnbergMesse continued to post dynamic performance thanks to successful trade fairs and conferences. At EUR 285.7 million (previous year: EUR 315.1 million), a new record for an odd-numbered year was set in 2019. Sales totalled EUR 29.4 million, down 9.3% from the previous year. Relative to fiscal year 2017, which is comparable in terms of event cycles, this represents a sales increase of EUR 80.2 million, or 39.0%. This result is partly attributable to the strong growth of the Group in Germany and abroad.

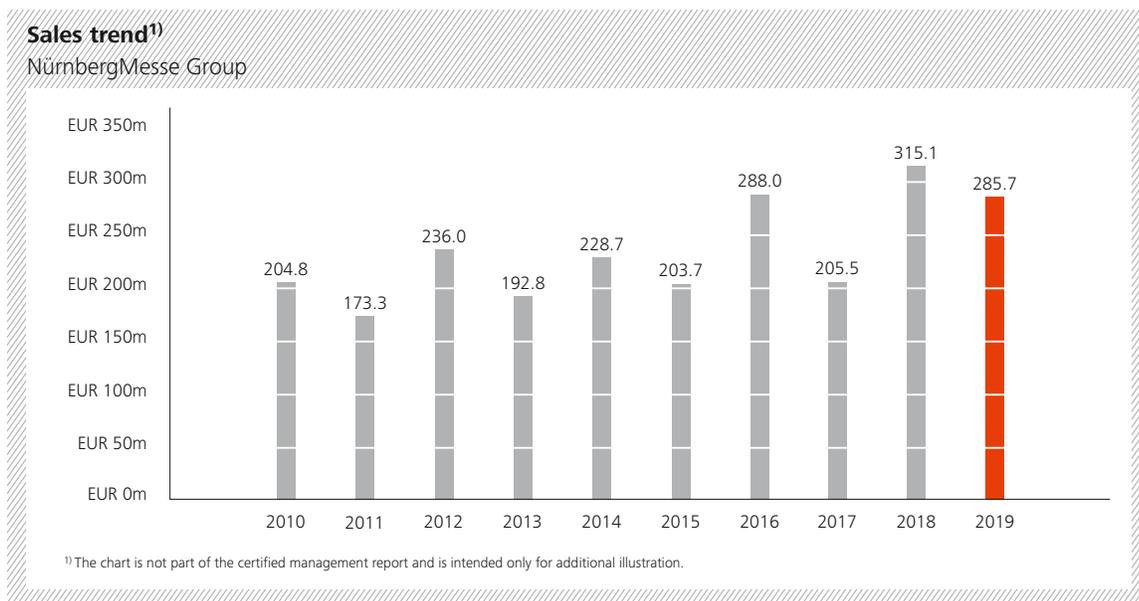
Own and partner events in Germany generated sales of EUR 97.9 million (2018: EUR 129.3 million; 2017: EUR 62.6 million), guest events EUR 50.0 million (2018: EUR 54.3 million; 2017: EUR 49.0 million), and the NürnbergConvention Centre EUR 18.3 million (2018: EUR 15.7 million; 2017: EUR 18.4 million). MesseService sales (including Holtmann GmbH & Co. KG and Lehrieder GmbH & Co. KG) came to EUR 79.4 million (2018: EUR 85.7 million; 2017: EUR 48.9 million), and sales in

the International division were EUR 40.1 million (2018: EUR 30.1 million; 2017: EUR 26.6 million). The main factor influencing the results of the International division as at 30 June 2019 was the acquisition of the stake in trade fair company FORUM S.A.<sup>10)</sup>

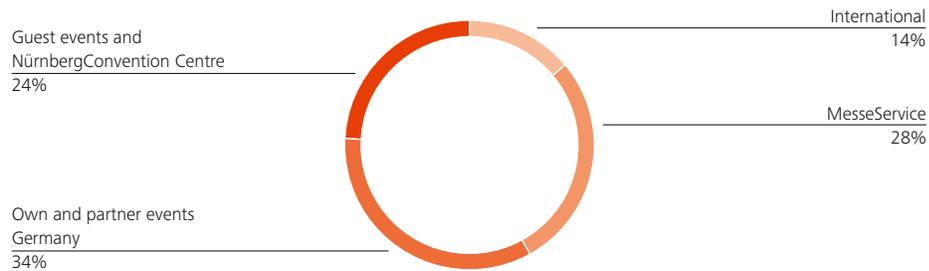
After deducting event expenses, personnel expenses, depreciation, amortisation, and write-downs, other operating expenses, and changes in stock of inventories, and with the addition of other operating income and the result from equity investment, the NürnbergMesse Group achieved a total operating result of EUR 8.4 million (2018: EUR 43.7 million; 2017: EUR -4.2 million), and earnings before taxes of EUR 7.6 million (2018: EUR 39.4 million; 2017: EUR -5.6 million). The other operating income essentially includes income from the reversal of provisions. The increase in personnel expenses results from the larger number of employees. MedtecLIVE's goodwill was written off in the amount of EUR 460 thousand. The other operating expenses, particularly for legal and consulting fees and expanding Wi-Fi access, increased. Compared to the previous year, interest expense was influenced positively by the lack of transactions such as the early redemption of swaps and refinancing.

Sales and earnings before taxes rose to new highs for an odd-numbered year and thus greatly outperformed expectations. This was mainly due to robust growth in own and partner events, guest events/NürnbergConvention Centre (NCC), and MesseService in Nuremberg.

SALES OF  
NÜRNBERGMESSE GROUP:  
EUR  
**285.7**  
MILLION



<sup>10)</sup> Because FORUM S.A. was acquired effective 30 June 2019, the consolidated sales figure only includes its sales for the second half of 2019: EUR 6.1 million.

**Shares of consolidated sales<sup>1)</sup>**

<sup>1)</sup> The chart is not part of the certified management report and is intended only for additional illustration.

SALES OF  
NÜRNBERGMESSE GMBH:

EUR  
**222.1**  
MILLION

**SINGLE-ENTITY FINANCIAL STATEMENTS OF NÜRNBERGMESSE GMBH**

Sales of NürnbergMesse GmbH came to roughly EUR 222.1 million in 2019 (2018: EUR 270.3 million; 2017: EUR 168.0 million). After deducting event expenses, personnel expenses, depreciation, amortisation, and write-downs, other operating expenses, and changes in stock of inventories, and with the addition of other operating income, the result from equity investment and profit transfers, the Company achieved a total operating result of EUR 6.9 million (2018: EUR 44.5 million; 2017: EUR -3.2 million). The decrease in income from equity investments and from profit-and-loss transfer agreements was primarily the consequence of cyclically-induced lower distributions of profits and transfers of earnings from German subsidiaries. Income from the reversal of provisions yielded a positive effect. The EUR 128 thousand write-down recognised in the financial result in accordance with Section 253 (3) of the German Commercial Code (HGB) relates to the book value of the equity investment in MedteCLIVE GmbH. The main reason for the impairment in value is a competing event.

Earnings before taxes came to EUR 5.3 million in 2019 (2018: EUR 38.8 million; 2017: EUR -5.1 million). EBITDA was EUR 29.1 million (2018: EUR 65.5 million; 2017: EUR 16.2 million).

**SUBSIDIARIES, EQUITY INVESTMENTS, AND BRANCH OFFICES****INTERNATIONAL**

In summer 2019, NürnbergMesse took another major step forward in expanding its international reach with the purchase of an 80% interest in Greek market leader FORUM S.A. With total sales of over EUR 17 million in 2019, the newest subsidiary is also the largest in the NürnbergMesse Group. The trade fairs in Athens supplement the content covered by NürnbergMesse's portfolio with new events in the field of hospitality (HORECA and XENIA) and in the food and beverage segment (ARTOZA, FOODEXPO, ATHENS COFFEE FESTIVAL, FOODTECH, and BIO FESTIVAL).

**»NürnbergMesse Brasil celebrated its 10th year in business in 2019.«**

NürnbergMesse Brasil marked its 10th year in business in 2019 with a celebratory event in São Paulo, Brazil. During the past decade, NürnbergMesse Brasil has continually expanded its portfolio of events and now counts as one of Brazil's top trade fair organisers. Eleven events in NürnbergMesse Brasil's portfolio took place in 2019, including the debut of Pet Experience, a pet trade fair for consumers developed and organised by NürnbergMesse Brasil along with its partner Petz. NürnbergMesse Brasil

held the association trade fairs ABRAFATI, the leading South American trade fair for the paint and coatings sector, and EXPO REVESTIR, the top trade fair in South America for the finishings and ornamental stone industry, for the first time in 2019. The São Paulo-based company also recruits exhibitors and visitors for selected events in Nuremberg and worldwide. Its sales in fiscal year 2019 came to EUR 9.2 million (2018: EUR 8.1 million; 2017: EUR 6.7 million).

## »NürnbergMesse India marks by far the most successful year in company history in 2019.«

The 2019 Indian fiscal year from April 2019 to March 2020 was by far the most successful year in company history for NürnbergMesse India, founded in 2013. The planned record-high sales of around EUR 6.2 million were attributable to an event-heavy first quarter of 2020 with five trade fairs (sales from April 2018 to March 2019: EUR 4.5 million; April 2017 to March 2018: EUR 2.0 million). These included INDIAWOOD, which was acquired from PDA Trade Fairs in India in 2018 and saw exhibition space increase 11% compared to the 2018 event, as well as the HPCI, Fire & Security India Expo, ACREX India, and India Mattresstech Expo trade fairs. Moreover, the portfolio was expanded to include SCAT India and now numbers 16 trade fairs. In its eighth year doing business, the wholly-owned subsidiary NürnbergMesse India developed into one of the most important leading trade fair organisers on the Indian subcontinent.

NürnbergMesse GmbH has held a 24.5% interest in ExpoNova Exhibitions and Conferences (India) Pvt. Ltd. since 2013. NürnbergMesse India organises this company's PAINTINDIA trade fair every two years as well as annual HPCI trade fair. ExpoNova generated sales of EUR 0.3 million for the Indian fiscal year from April 2018 to March 2019 (April 2017 to March 2018: EUR 3.1 million; April 2016 to March 2017: EUR 310 thousand). For the period from April 2019 to March 2020, sales are expected to amount to EUR 0.4 million due to the rescheduling of PAINTINDIA.

NürnbergMesse China Co. Ltd. has operated in China for more than 10 years now and has gained a firm foothold in the market with an extensive event portfolio: Seven events were organised by the staff in Shanghai in 2019. For many years now, NürnbergMesse China has operated the BIOFACH CHINA, International Powder & Bulk Solids, and CHINA DIECASTING trade fairs. Of particular note is the positive performance of CRAFT BEER CHINA, which was held alongside BIOFACH CHINA for the first time, and the packaging trade fair PAK-ID, which celebrated its premiere last year. Another core responsibility of NürnbergMesse China is the recruitment of exhibitors and visitors for the worldwide events of the NürnbergMesse Group. NürnbergMesse China's activities are a major contributor to the success of these international events. In fiscal year 2019, the Chinese subsidiary's sales amounted to EUR 5.7 million (2018: EUR 5.4 million; 2017: EUR 3.8 million).

As a subsidiary in the home country of the largest number of exhibitors and visitors to Nuremberg Exhibition Centre, NürnbergMesse Italia S.r.l., which was founded in 2009, plays a special role in recruiting and supporting exhibitors and visitors, and in marketing NürnbergMesse's events worldwide. NürnbergMesse Italia has been organising the CRAFT BEER ITALY trade fair in Milan since 2017. Its sales for fiscal year 2019 amounted to just under EUR 1 million compared to the previous year in which sales had risen to EUR 1.3 million for cyclical reasons (2017: EUR 635 thousand).

The United States also plays a key role as the home country of exhibitors and visitors to trade fairs in Nuremberg and worldwide. NürnbergMesse North America Inc. organises Group equity investments in the USA for exhibitors, such as at BIOFACH. In 2019, the company stepped up these activities and now also organises pavilions in the United States at Enforce Tac and IWA OutdoorClassics. Its sales in fiscal year 2019 totalled EUR 868 thousand (2018: EUR 524 thousand; 2017: EUR 409 thousand).

The great importance of exhibitors and visitors from Austria for the Nuremberg Exhibition Centre has been addressed by NürnbergMesse Austria GmbH, headquartered in Vienna, since 2015. As a branch office of NürnbergMesse Beteiligungs-GmbH, its business activities include recruiting and supporting exhibitors and visitors from Austria.

## GERMANY

NürnbergMesse Service GmbH, headquartered in Nuremberg, is a wholly-owned subsidiary of NürnbergMesse GmbH. It holds a 25% share in SMT/ASIC/Hybrid MESAGO Messe & Kongress GmbH & Co. oHG, headquartered in Nuremberg, which owns the rights for the SMTconnect trade fair held in Nuremberg each year. NürnbergMesse Service GmbH also organises the special shows for the hunting and sports weapons industry during the "Jagd & Hund" show in Dortmund and "Pferd & Jagd" in Hanover. Its sales for fiscal year 2019 totalled EUR 469 thousand (2018: EUR 480 thousand; 2017: EUR 423 thousand).

NürnbergMesse GmbH receives additional support for its marketing activities from NürnbergMesse Beteiligungs GmbH, with which it has a profit-and-loss transfer agreement. The company owns, among other things, the rights to the FENSTERBAU FRONTALE, BIOFACH, and EUROGUSS trade fairs. Its sales for fiscal year 2019 amounted to EUR 3.3 million (2018: EUR 9.3 million; 2017: EUR 2.4 million).

In 2010, NürnbergMesse GmbH acquired a 50% share in exhibition construction services provider Holtmann GmbH & Co. KG, headquartered in Langenhagen, outside Hanover. Holtmann has also been one of three service partners in the exhibition construction segment at the Nuremberg Exhibition Centre since 2009. Its sales for fiscal year 2019 amounted to EUR 39.6 million (2018: EUR 30.8 million; 2017: EUR 28.2 million). Also in 2010, NürnbergMesse GmbH acquired an identical 50% share in Holtmann's general partner, the limited company Holtmann Beteiligungsverwaltungs GmbH. The business purpose of that company is to assume personal liability and management for Holtmann GmbH & Co. KG.

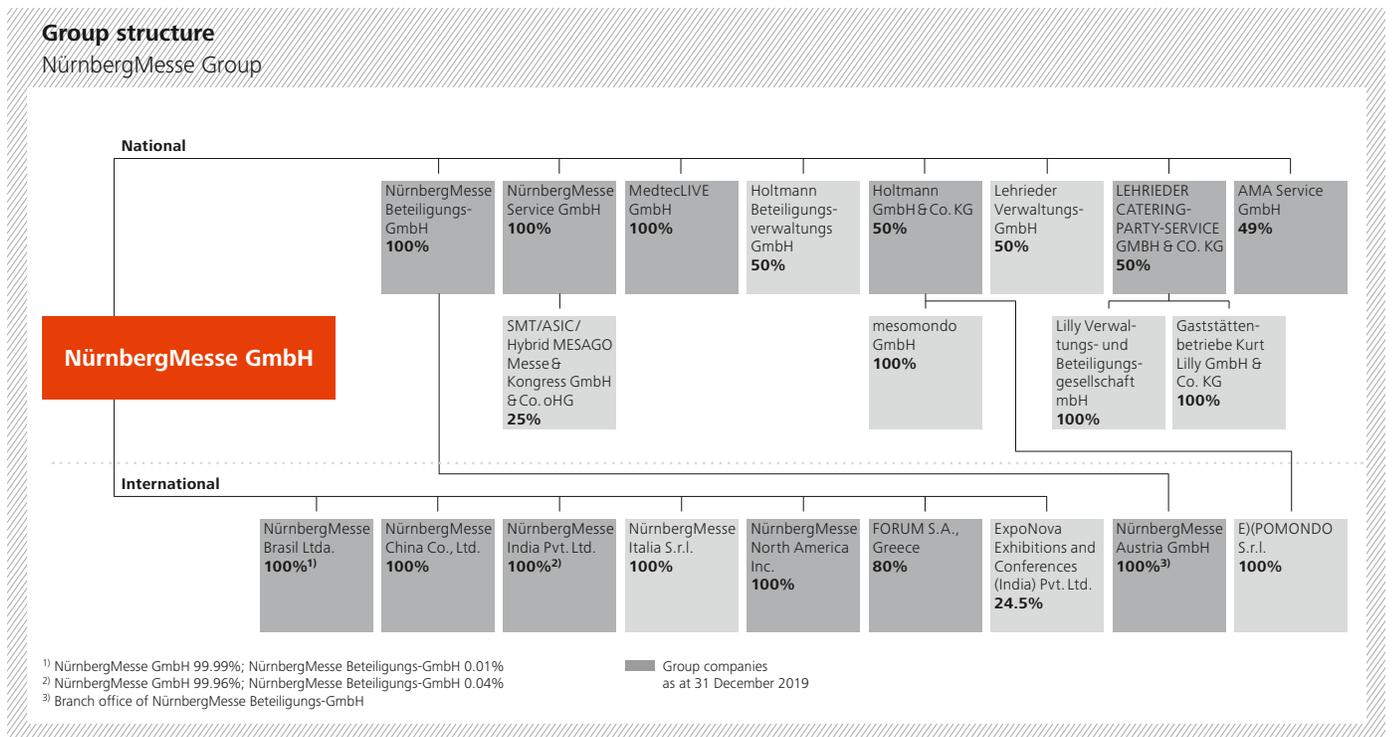
Mesomondo GmbH was formed in 2011 as a 50% equity investment by Holtmann GmbH & Co. KG. Holtmann purchased the remaining shares in 2012 and ever since has owned 100% of mesomondo GmbH, with which it has a profit-and-loss transfer agreement.

In 2016, NürnbergMesse GmbH acquired a 50% interest in LEHRIEDER CATERING-PARTY-SERVICE GmbH & Co. KG, headquartered in Nuremberg; this company was consolidated for the first time in 2016. Lehrieder has also been a service partner at the Nuremberg Exhibition Centre since 2005. Its sales in fiscal year 2019 came to EUR 14.0 million (2018: EUR 15.9 million; 2017: EUR 13.3 million). Also in 2016, NürnbergMesse GmbH acquired an identical 50% share in Lehrieder's general partner, the limited company Lehrieder Verwaltungs-GmbH.

Likewise in 2016, the Company acquired 100% of both Lilly Verwaltungs- und Beteiligungsgesellschaft mbH and Gaststättenbetriebe Kurt Lilly GmbH & Co. KG. These were contributed in the same year to LEHRIEDER CATERING-PARTY-SERVICE GmbH & Co. KG as a limited partner's stake, so that as from 2016 Lehrieder has been the full owner of both companies. Gaststättenbetriebe Kurt Lilly GmbH & Co. KG had 2019 sales of EUR 380 thousand (2018: EUR 761 thousand; 2017: EUR 1.5 million).

In 2018, MedtecLIVE GmbH, which was included in the consolidated financial statements for the first time, was launched with partner UBM Canon Europe Limited as a 51% equity investment of NürnbergMesse GmbH. The MedtecLIVE trade fair debuted in fiscal year 2019, generating sales of EUR 1.6 million for the company. No sales had been generated yet in 2018. In 2019, NürnbergMesse GmbH acquired the shares held by UBM Canon Europe Limited. Since then, MedtecLIVE GmbH has been a wholly-owned subsidiary of NürnbergMesse GmbH.

NürnbergMesse GmbH also holds a minority interest of 49% in AMA Service GmbH, which runs the SENSOR+TEST trade fair in Nuremberg.



## Assets and financial situation

NürnbergMesse Group's total assets increased by EUR 15.2 million from the previous year (NürnbergMesse GmbH: EUR 7.3 million).

On the assets side, the NürnbergMesse Group's fixed assets increased by EUR 11.9 million (NürnbergMesse GmbH: EUR 13.4 million). The Group invested EUR 24.2 million in fixed assets, a significant portion of which is attributable to the acquisition of a subsidiary by NürnbergMesse GmbH.

Current assets decreased by EUR 567 thousand (NürnbergMesse GmbH: by EUR 10.1 million). An increase in receivables stood in contrast to a decline in cash funds, particularly at NürnbergMesse GmbH.

On the equity and liabilities side, equity rose by EUR 23.5 million (NürnbergMesse GmbH: EUR 22.0 million). This was mainly due to the net income for the year of EUR 3.3 million (NürnbergMesse GmbH: EUR 2.0 million) and the payment of the second tranche of the equity capital increase resolved by the principal shareholder in the amount of EUR 20.0 million. At Group level, non-controlling interests also changed due to the acquisition of the 80% interest in FORUM S.A. in particular. Total equity stands at EUR 237.4 million (NürnbergMesse GmbH: EUR 244.6 million).

Provisions increased by EUR 5.8 million (NürnbergMesse GmbH: EUR 5.3 million). This change primarily resulted from an increase in tax provisions and provisions for outstanding invoices. Provisions for anticipated losses were recognised to account for the effects of the coronavirus foreseeable as at the balance sheet date.

Liabilities declined by EUR 14.1 million (NürnbergMesse GmbH: EUR 20.0 million). This change was chiefly attributable to the drop in liabilities to banks. The majority of the medium- and long-term liabilities as at the balance sheet date are hedged against interest risk.

At 31 December 2019, the NürnbergMesse Group's fixed assets were covered 75.3% by equity and long-term liabilities (NürnbergMesse GmbH: 73.7%). The previous year's figure was 76.6% (NürnbergMesse GmbH: 75.5%).

Working capital (current assets to short-term liabilities) came to 54.4% (NürnbergMesse GmbH: 38.1%). Working capital for the previous year stood at 57.1% (NürnbergMesse GmbH: 46.5%).

Cash flow developed as follows:

EUR million	NürnbergMesse Group		NürnbergMesse GmbH	
	31 Dec 2019	31 Dec 2018	31 Dec 2019	31 Dec 2018
Cash flow from operating activities	57.0	50.4	52.7	44.0
Cash flow from investing activities	-35.4	-40.0	-35.3	-38.2
Cash flow from financing activities	-14.5	3.3	-17.0	5.9
<b>Cash flow, total</b>	<b>7.1</b>	<b>13.7</b>	<b>0.4</b>	<b>11.7</b>

## Outlook, risks, and opportunities

Trade fairs are a reliable indicator of the performance of the global economy and, conversely, changes in the economic climate have a direct effect on trade fair events. Forecasting risks and opportunities for the trade fair business requires a look at economic conditions in Germany and around the globe. At the beginning of 2020, expectations for economic performance in Germany and worldwide were still cautiously optimistic. However, this assessment changed during the first quarter of 2020 owing to the spread of the coronavirus and its effects on the global economy.

Business climate forecasts for Germany by the Federal Ministry for Economic Affairs and Energy and the ifo Institut at the start of the year projected economic stabilisation and a 1.1% increase in the price-adjusted gross domestic product (GDP).<sup>11)</sup> The spread of the coronavirus subsequently caused them to adjust their expectations. According to the Federal Ministry for Economic Affairs and Energy, the pace of economic growth would slow markedly starting in March at the latest. Since there has been no clarity so far about how the coronavirus pandemic will progress, and therefore no meaningful economic data is available, the extent of the economic effects cannot yet be predicted, the Ministry says.<sup>12)</sup>

Likewise, the ifo Institut assumed in mid-March that the coronavirus would cause a complex economic crisis triggered by a simultaneous shock to both supply and demand and risk affecting the supply of credit to business. The ifo Institut warns of underestimating this crisis and notes that the sovereign debt crisis may again flare up in the euro area. The correct economic policy response would be a combination of massive, targeted support measures delivered quickly, according to the Institute.<sup>13)</sup>

Economic performance targets were adjusted from the global perspective as well. Following its economic growth forecast of 3.3% at the start of the year,<sup>14)</sup> the International Monetary Fund (IMF) substantially adjusted its projections for 2020 and in March 2020 warned of complex economic effects putting economic growth and financial stability at risk.<sup>15)</sup> In March 2020, the IMF provided EUR 50 billion to countries suffering the consequences of the coronavirus pandemic to minimise the danger of recession.<sup>16)</sup>

The effects of the coronavirus are being felt by the international trade fair industry, including NürnbergMesse. All trade fairs aim to create a special experience for exhibitors and visitors alike and to provide a variety of opportunities for establishing and strengthening business relationships; this was no longer possible due to the spread of the coronavirus. NürnbergMesse and other market participants have therefore decided to reschedule or cancel various trade fairs.

### RISK MANAGEMENT SYSTEM

NürnbergMesse has been performing a systematic analysis to assess the Company's risk situation since 2000 – examining and assessing the various individual risks at the operational and strategic level and aggregating them in a general risk picture to calculate the effects on the Company's economic situation. The results are used to develop a value-oriented risk management system.

The risk management system applies to the entire NürnbergMesse Group. Particularly when new equity investments and subsidiaries are acquired, the NürnbergMesse Group ensures that they are integrated into its risk management system. Identified risk areas are reviewed and assessed annually, adjusted or expanded as necessary, and documented in the NürnbergMesse Group's Risk Atlas.

<sup>11)</sup> ifo Economic Forecast Winter 2019: German Economy Stabilizes. <https://www.ifo.de/en/ifo-economic-forecast/201912> BMWi: Annual Economic Report 2020. <https://www.bmw.de/Redaktion/DE/Publikationen/Wirtschaft/jahreswirtschaftsbericht-2020.html>

<sup>12)</sup> BMWi: The Economic Situation in Germany in March 2020. <https://www.bmw.de/Redaktion/EN/Pressemitteilungen/Wirtschaftliche-Lage/2020/20200316-the-economic-situation-in-germany-in-march-2020.html>

<sup>13)</sup> ifo Viewpoint 215: The Coronavirus Epidemic: Economic Consequences and the Need for Political Action. <https://www.ifo.de/node/53877>

<sup>14)</sup> IMF: World Economic Outlook, January 2020. Tentative Stabilization, Sluggish Recovery? <https://www.imf.org/en/Publications/WEO/Issues/2020/01/20/weo-update-january2020>

<sup>15)</sup> IMF: Monetary and Financial Stability During the Coronavirus Outbreak. <https://blogs.imf.org/2020/03/11/monetary-and-financial-stability-during-the-coronavirus-outbreak/>

<sup>16)</sup> IMF: Fiscal Policies to Protect People During the Coronavirus Outbreak. <https://blogs.imf.org/2020/03/05/fiscal-policies-to-protect-people-during-the-coronavirus-outbreak/>

In the interest of addressing the growing threat of Internet crime, the former Digital + IT risk area was named the new (eighth) risk category. Risk management monitors four risk areas in this category: Digital Business & Product Development, Data Quality and Availability, Data Security/Cybersecurity, and IT Services & IT Infrastructure. Risks in these areas, such as cyberattacks or data theft, will be included in the 2020 Risk Report.

NürnbergMesse's economic risks are minimised by its broad-based event portfolio spread across various industries and countries. In addition, exhibitors must pay the price of participation in full prior to their event, thus substantially reducing the risk of non-payment. When a decision is made to produce new events, precautions are taken on the balance sheet by forming provisions to cover the projected start-up costs of these new events in case those costs exceed the income from the first runs. Risks resulting from the operation and maintenance of the Exhibition Centre, and from local and site logistics, are continuously monitored, and appropriate action is taken in coordination with partners and the authorities.

Funding is secured proactively and monitored through appropriate liquidity planning to counter possible financing risks. The Company's medium- to long-term financing is largely hedged to protect against interest rate risk, ideally for the useful life of the investments, and the Company aims to pay down debt according to schedule and to evenly distribute the agreed repayment instalments.

To provide a financial buttress for the further growth of the Company and the planned programme of investments in real estate, infrastructure, and innovation (the "Innovation Initiative"), NürnbergMesse's principal shareholder is providing an injection of equity totalling EUR 200 million for the period from 2018 to 2027. The Group uses derivative financial instruments such as swaps and caps to hedge against interest risks on current and future loans. Foreign exchange risks are countered case by case by entering into forward-exchange transactions.

The risk analysis report is examined each year by the Supervisory Board of NürnbergMesse. In the meeting on 27 June 2019, no existential risks with a high probability of endangering the Company as a going concern were identified for fiscal year 2020.

#### **OUTLOOK: THE YEAR 2020 IN THE NÜRNBERGMESSE GROUP**

The spread of the coronavirus (COVID-19) marks the emergence of a massive new risk for the global economy. Following the recommendations or stipulations of state and federal officials, NürnbergMesse delayed several large-scale events scheduled in the first half of 2020 to dates later in the year. In the first quarter alone, NürnbergMesse had expected a total of over 9,000 exhibitors and 270,000 visitors at the Nuremberg Exhibition Centre. It is currently not yet possible to predict the participation numbers for the new event dates. This development will adversely affect Germany's trade fair industry overall and have an impact on NürnbergMesse's business results for 2020.

Nonetheless, NürnbergMesse considers itself well prepared for the “post-COVID-19” period in various business areas. NürnbergMesse has developed a new organisational structure to facilitate decision-making in line with market conditions and industry needs, both now and in the future. This reflects two themes for the future: digital and services. Moreover, the event teams and event marketing will focus even more specifically on industry issues.

**»NürnbergMesse has developed a new organisational structure to facilitate decision-making in line with market conditions, both now and in the future.«**

In view of the increasing importance of sustainability issues in the selection of suitable trade fair and convention sites, NürnbergMesse has decided to carry out various sustainability projects. Three projects of particular note in this regard are slated to be implemented in the coming years, depending on how much flexibility the coronavirus pandemic allows the Company: a complete transition to green electricity, carbon offsetting for all business flights by NürnbergMesse employees, and the development of strategies to reduce and better reuse and recycle waste.

In addition, major decisions affecting the future were made last year, such as renewing the contract with Spielwarenmesse eG until at least 2028. The guest events and conferences segment, which includes the toy trade fair, was forced to adjust expectations for 2020 as a result of COVID-19. It is not yet possible to predict the effects the coronavirus pandemic will have on the economy, and therefore on trade fairs.

The international trade fair business in particular, which is a key growth area for the NürnbergMesse Group, is feeling the impact associated with the worldwide spread of the coronavirus. The Group had to reschedule trade fairs in countries like Brazil, China, India, Greece, and Russia. Restrictive conditions additionally make these activities more difficult for employees on-site. The extent to which these developments will affect the Company’s success in the international trade fair business cannot yet be forecast.

Against the backdrop of the spread of the coronavirus, the measures taken worldwide to curb the pandemic, and the massive effects that these will have on economic performance in Germany, Europe, and the world, the net income/loss and the consolidated profit/loss for the year cannot be reliably anticipated at this time and will likely amount to a negative figure in the double-digit millions.

Nuremberg, 30 March 2020

Dr Roland Fleck  
CEO

Peter Ottmann  
CEO



# BALANCE SHEET

## Consolidated balance sheet for the fiscal year ended 31 December 2019

NürnbergMesse Group

ASSETS	31 Dec 2019 EUR	31 Dec 2018 EUR
<b>A. Fixed assets</b>		
I. Intangible fixed assets		
1. Software	2,394,444.28	2,334,848.43
2. Event rights	11,583,616.22	12,912,089.08
3. Customer base and other rights	1,375,555.54	1,650,666.66
4. Goodwill	16,407,097.29	5,382,479.18
5. Prepayments	826,911.83	501,433.15
	<b>32,587,625.16</b>	<b>22,781,516.50</b>
II. Property, plant and equipment		
1. Land, similar land rights, and buildings including buildings on third-party land	296,270,010.20	307,317,678.14
2. Technical equipment and machinery	7,257,499.00	6,528,597.00
3. Other equipment, operating and office equipment	15,220,775.59	14,914,354.03
4. Prepayments and assets under construction	20,861,770.65	8,882,209.47
	<b>339,610,055.44</b>	<b>337,642,838.64</b>
III. Financial assets		
1. Shares in affiliated companies	235,008.78	232,008.78
2. Equity investments	1,451,377.22	1,451,377.22
3. Equity investments in associated companies	565,313.92	448,275.81
4. Other loans	322,503.65	314,154.21
5. Cooperative shares	7,800.00	7,800.00
	<b>2,582,003.57</b>	<b>2,453,616.02</b>
<b>B. Current assets</b>		
I. Inventory		
1. Raw materials, consumables, and supplies	1,867,260.32	1,827,396.96
2. Work in progress and services	4,590,427.75	1,937,086.74
./ Advance payments received	-4,474,115.09	-1,937,086.74
	<b>1,983,572.98</b>	<b>1,827,396.96</b>
II. Receivables and other assets		
1. Trade receivables	10,420,807.93	7,252,541.58
› of which with a residual term of more than one year: EUR 484,329.00 (previous year EUR 319,659.00)		
2. Receivables from affiliated companies	147,006.67	474,869.39
› of which with a residual term of more than one year: EUR 0.00 (previous year EUR 0.00)		
3. Receivables from companies in which participating interests are held	11,721.60	11,649.74
› of which with a residual term of more than one year: EUR 0.00 (previous year EUR 0.00)		
4. Other assets	5,624,668.35	4,541,740.52
› of which with a residual term of more than one year: EUR 1,020,164.52 (previous year EUR 1,095,699.25)		
	<b>16,204,204.55</b>	<b>12,280,801.23</b>
III. Cash in hand, bank balances, and cheques	<b>52,130,465.14</b>	<b>56,777,454.74</b>
<b>C. Prepaid expenses and deferred charges</b>	<b>6,327,568.05</b>	<b>2,458,777.04</b>
<b>D. Debit difference from asset offsetting</b>	<b>386,190.08</b>	<b>365,371.72</b>
	<b>451,811,684.97</b>	<b>436,587,772.85</b>

<b>EQUITY AND LIABILITIES</b>	<b>31 Dec 2019</b> EUR	<b>31 Dec 2018</b> EUR
<b>A. Equity</b>		
I. Subscribed capital	100,204,900.00	100,204,900.00
II. Capital reserves	106,529,299.60	86,529,299.60
III. Revenue reserves	1,249,836.62	958,898.67
IV. Difference from currency translation	-3,315,929.28	-3,270,340.03
V. Profit/losses carried forward	26,905,832.18	-1,054,723.59
VI. Consolidated profit (+) / loss (-) of NürnbergMesse	2,343,358.40	27,960,555.77
VII. Non-controlling interests	3,508,387.72	2,576,663.17
	<b>237,425,685.24</b>	<b>213,905,253.59</b>
<b>B. Contribution from silent partners</b>	<b>256,150.00</b>	<b>224,650.00</b>
<b>C. Provisions</b>		
1. Provisions for pensions and similar obligations	5,979,130.77	4,943,071.87
2. Tax provisions	9,467,725.04	7,917,746.95
3. Other provisions	24,435,967.18	21,248,458.41
	<b>39,882,822.99</b>	<b>34,109,277.23</b>
<b>D. Liabilities</b>		
1. Liabilities to banks	75,108,727.56	115,943,118.83
2. Payments received on account for orders	61,288,746.51	41,373,072.18
3. Trade payables	19,106,002.62	12,929,618.61
4. Liabilities to affiliated companies	156,900.69	215,986.63
5. Liabilities to shareholders	800,033.33	869,382.63
6. Other liabilities	17,610,773.77	16,888,661.16
› of which from taxes: EUR 2,685,553.88 (previous year EUR 1,738,537.74)		
› of which relating to social security: EUR 369,239.50 (previous year EUR 142,272.79)		
	<b>174,071,184.48</b>	<b>188,219,840.04</b>
<b>E. Deferred tax liabilities</b>	<b>175,842.26</b>	<b>128,751.99</b>
	<b>451,811,684.97</b>	<b>436,587,772.85</b>

**Balance sheet for the fiscal year ended 31 December 2019**

NürnbergMesse GmbH

<b>ASSETS</b>	<b>31 Dec 2019</b> EUR	<b>31 Dec 2018</b> EUR
<b>A. Fixed assets</b>		
I. Intangible fixed assets		
1. Software	1,834,694.00	1,894,693.00
2. Event rights	9,764,967.00	11,441,511.00
3. Prepayments	813,411.83	487,933.15
	<b>12,413,072.83</b>	<b>13,824,137.15</b>
II. Property, plant and equipment		
1. Land, similar land rights, and buildings including buildings on third-party land	295,041,810.45	307,219,367.45
2. Technical equipment and machinery	7,256,806.00	6,527,148.00
3. Other equipment, operating and office equipment	9,117,300.87	10,372,313.87
4. Prepayments and assets under construction	20,760,354.46	8,880,849.47
	<b>332,176,271.78</b>	<b>332,999,678.79</b>
III. Financial assets		
1. Shares in affiliated companies	45,096,228.94	29,445,785.55
2. Equity investments	2,341,488.10	2,341,488.10
3. Other loans	83,333.33	77,450.01
	<b>47,521,050.37</b>	<b>31,864,723.66</b>
<b>B. Current assets</b>		
I. Inventory		
1. Raw materials, consumables, and supplies	101,826.08	101,826.08
2. Work in progress and services	2,928,688.55	803,136.33
./ Advance payments received	-2,928,688.55	-803,136.33
	<b>101,826.08</b>	<b>101,826.08</b>
II. Receivables and other assets		
1. Trade receivables	3,594,752.09	3,174,452.15
› of which with a residual term of more than one year: EUR 484,329.00 (previous year EUR 319,659.00)		
2. Receivables from affiliated companies	3,419,212.81	3,172,791.34
› of which with a residual term of more than one year: EUR 500,000.00 (previous year EUR 500,000.00)		
3. Other assets	2,549,705.65	2,381,150.64
› of which with a residual term of more than one year: EUR 125,835.00 (previous year EUR 130,862.69)		
	<b>9,563,670.55</b>	<b>8,728,394.13</b>
III. Cash in hand, bank balances, and cheques	<b>34,796,190.75</b>	<b>45,757,686.50</b>
<b>C. Prepaid expenses and deferred charges</b>	<b>5,449,502.81</b>	<b>1,421,951.54</b>
	<b>442,021,585.17</b>	<b>434,698,397.85</b>





# INCOME STATEMENT

## Consolidated income statement for the fiscal year 2019

NürnbergMesse Group

	2019 EUR	2018 EUR
1. Sales revenue	285,682,830.85	315,110,538.93
2. Change in stock of work in progress and services	2,431,608.90	-797,911.07
3. Other capitalised own work	0.00	70,685.90
4. Other operating income	3,630,543.63	3,651,091.88
› of which from currency translation: EUR 46,100.90 (previous year EUR 72,629.62)		
<b>Total 1-4</b>	<b>291,744,983.38</b>	<b>318,034,405.64</b>
5. Event expenses	-152,953,193.59	-156,304,068.64
6. Personnel expenses	-59,379,736.32	-54,266,132.92
a) Wages and salaries: EUR -47,262,840.37 (previous year EUR -43,698,789.50)		
b) Social security, post-employment, and other employee benefit costs: EUR -12,116,895.95 (previous year EUR -10,567,343.42)		
› of which post-employment: EUR 3,084,780.55 (previous year EUR 2,541,157.71)		
7. Amortisation on intangible assets and depreciation on property, plant and equipment	-26,729,017.85	-24,095,939.53
8. Other operating expenses	-44,251,514.07	-39,863,938.39
› of which from currency translation: EUR 113,147.93 (previous year EUR 163,224.18)		
<b>Total 5-8</b>	<b>-283,313,461.83</b>	<b>-274,530,079.48</b>
<b>Operating result (subtotal)</b>	<b>8,431,521.55</b>	<b>43,504,326.16</b>
9. Income from equity investments	16,040.40	163,090.84
10. Income from profit transfer agreements	0.00	7,690.87
<b>Operating result (total)</b>	<b>8,447,561.95</b>	<b>43,675,107.87</b>
11. Income from other securities and loans of the financial assets	12,849.44	10,111.59
12. Other interest and similar income	482,983.47	445,474.81
› of which from discounting: EUR 32,419.90 (previous year EUR 34,679.98)		
13. Interest and similar expenses	-1,591,830.63	-4,935,931.09
› of which from compounding: EUR 168,466.18 (previous year EUR 180,445.84)		
14. Result from associated companies	239,472.13	185,585.92
15. Expenses for assumption of losses	-2,689.07	0.00
<b>Earnings before taxes</b>	<b>7,588,347.29</b>	<b>39,380,349.10</b>
16. Taxes on income	-2,265,149.96	-9,453,888.49
› of which from deferred taxes: EUR 21,458.67 (previous year EUR 32,066.67)		
<b>17. Earnings after income taxes</b>	<b>5,323,197.33</b>	<b>29,926,460.61</b>
18. Other taxes	-2,067,285.48	-1,788,557.84
<b>19. Consolidated net income/loss for the fiscal year</b>	<b>3,255,911.85</b>	<b>28,137,902.77</b>
20. Transfer to reserves	-290,937.95	-40,414.09
<b>21. Consolidated net retained profits/net accumulated losses</b>	<b>2,964,973.90</b>	<b>28,097,488.68</b>
22. Annual profit (+)/loss (-) of non-controlling interests	621,615.50	136,932.91
<b>23. Consolidated profit (+)/loss (-) of NürnbergMesse</b>	<b>2,343,358.40</b>	<b>27,960,555.77</b>

**Income statement for the fiscal year 2019**

NürnbergMesse GmbH

	2019 EUR	2018 EUR
1. Sales revenue	222,081,105.59	270,314,964.00
2. Change in stock of work in progress and services	2,125,552.22	-1,083,774.89
3. Other operating income	2,893,516.62	3,011,048.85
<i>› of which from currency translation:     EUR 36,401.46 (previous year EUR 40,479.34)</i>		
<b>Total 1–3</b>	<b>227,100,174.43</b>	<b>272,242,237.96</b>
4. Event expenses	-125,979,997.47	-149,348,479.80
5. Personnel expenses	-39,789,869.05	-38,056,879.76
a) Wages and salaries: EUR -31,349,761.90 (previous year EUR -30,455,292.29)		
b) Social security, post-employment, and other employee benefit costs: EUR -8,440,107.15 (previous year EUR -7,601,587.47)		
<i>› of which post-employment:     EUR 2,979,538.78 (previous year EUR 2,464,151.97)</i>		
6. Amortisation on intangible assets and depreciation on property, plant and equipment	-22,142,882.47	-20,935,186.75
7. Other operating expenses	-35,657,254.52	-29,457,860.09
<i>› of which from currency translation:     EUR 76,528.34 (previous year EUR 98,617.01)</i>		
<b>Total 4–7</b>	<b>-223,570,003.51</b>	<b>-237,798,406.40</b>
<b>Operating result (subtotal)</b>	<b>3,530,170.92</b>	<b>34,443,831.56</b>
8. Income from equity investments	358,302.81	934,976.84
<i>› of which from affiliated companies:     EUR 307,031.78 (previous year EUR 600,810.30)</i>		
9. Income from profit transfer agreements	3,024,101.94	9,139,187.45
<b>Operating result (total)</b>	<b>6,912,575.67</b>	<b>44,517,995.85</b>
10. Income from other securities and loans of the financial assets	5,883.32	3,683.00
11. Other interest and similar income	79,721.65	77,371.09
<i>› of which from affiliated companies:     EUR 19,717.18 (previous year EUR 24,079.92)</i>		
<i>› of which from discounting of provisions:     EUR 32,419.90 (previous year EUR 34,679.98)</i>		
12. Write-downs on financial assets and on securities of the current assets	-128,065.75	-764,000.00
13. Interest and similar expenses	-1,605,371.18	-5,055,863.64
<i>› of which from affiliated companies:     EUR 200,777.96 (previous year EUR 279,888.07)</i>		
<i>› of which from compounding of provisions:     EUR 158,995.55 (previous year EUR 170,512.71)</i>		
<b>Earnings before taxes</b>	<b>5,264,743.71</b>	<b>38,779,186.30</b>
14. Taxes on income	-1,322,020.77	-8,808,755.75
<b>15. Earnings after income taxes</b>	<b>3,942,722.94</b>	<b>29,970,430.55</b>
16. Other taxes	-1,940,392.45	-1,728,355.94
<b>17. Net income for the fiscal year</b>	<b>2,002,330.49</b>	<b>28,242,074.61</b>



# STATEMENT OF CHANGES IN FIXED ASSETS

## Consolidated statement of changes in fixed assets for the fiscal year 2019

NürnbergMesse Group

Fixed assets	Cost						as at 31 Dec 2019 EUR
	as at 1 Jan 2019 EUR	Change in the consolidated group EUR	Additions 2019 EUR	Disposals 2019 EUR	Reclassification 2019 EUR	Currency translation EUR	
<b>I. Intangible fixed assets</b>							
1. Software	14,943,462.55	227,992.49	1,215,379.15	-169,917.28	118,324.30	-4,138.79	16,331,102.42
2. Event rights	39,191,340.95	57,050.00	598,551.84	0.00	0.00	12,463.99	39,859,406.78
3. Films	214,696.88	0.00	0.00	0.00	0.00	0.00	214,696.88
4. Goodwill	14,282,066.30	13,023,377.31	55,000.00	0.00	0.00	0.00	27,360,443.61
5. Customer base and other rights	4,588,198.48	0.00	0.00	0.00	0.00	0.00	4,588,198.48
6. Prepayments	501,433.15	0.00	443,802.98	0.00	-118,324.30	0.00	826,911.83
<b>Total intangible fixed assets</b>	<b>73,721,198.32</b>	<b>13,308,419.80</b>	<b>2,312,733.97</b>	<b>-169,917.28</b>	<b>0.00</b>	<b>8,325.20</b>	<b>89,180,760.01</b>
<b>II. Property, plant and equipment</b>							
1. Land, similar land rights, and buildings including buildings on third-party land	600,521,619.49	1,178,111.86	2,897,314.39	0.00	195,841.53	-3,703.18	604,789,184.09
2. Technical equipment and machinery	55,210,481.54	0.00	103,860.95	-9,655.09	1,712,982.41	0.00	57,017,669.81
3. Other equipment, operating and office equipment	55,278,142.47	894,429.00	4,754,260.16	-6,496,867.91	207,966.56	-656.76	54,637,273.50
4. Prepayments and assets under construction	8,882,244.69	0.00	14,096,351.68	0.00	-2,116,790.50	0.00	20,861,805.87
<b>Total property, plant and equipment</b>	<b>719,892,488.19</b>	<b>2,072,540.86</b>	<b>21,851,787.18</b>	<b>-6,506,523.00</b>	<b>0.00</b>	<b>-4,359.94</b>	<b>737,305,933.27</b>
<b>III. Financial assets</b>							
1. Shares in affiliated companies	232,008.78	0.00	3,000.00	0.00	0.00	0.00	235,008.78
2. Equity investments	1,451,377.22	0.00	0.00	0.00	0.00	0.00	1,451,377.22
3. Equity investments in associated companies (AMA)	1,248,350.00	0.00	0.00	0.00	0.00	0.00	1,248,350.00
4. Other loans	314,154.21	0.00	12,849.44	-4,500.00	0.00	0.00	322,503.65
5. Cooperative shares	7,800.00	0.00	0.00	0.00	0.00	0.00	7,800.00
<b>Total financial assets</b>	<b>3,253,690.21</b>	<b>0.00</b>	<b>15,849.44</b>	<b>-4,500.00</b>	<b>0.00</b>	<b>0.00</b>	<b>3,265,039.65</b>
<b>Grand total fixed assets</b>	<b>796,867,376.71</b>	<b>15,380,960.66</b>	<b>24,180,370.59</b>	<b>-6,680,940.28</b>	<b>0.00</b>	<b>3,965.26</b>	<b>829,751,732.92</b>

Depreciation, amortisation, and write-downs							Book value		
as at 1 Jan 2019 EUR	Change in the consolidated group EUR	Additions 2019 EUR	Disposals 2019 EUR	Reclassification 2019 EUR	Currency translation EUR	as at 31 Dec 2019 EUR	as at 31 Dec 2019 EUR	as at 31 Dec 2018 EUR	
12,608,614.12	199,534.00	1,302,029.88	-169,502.28	0.00	-4,017.57	13,936,658.15	2,394,444.28	2,334,848.43	
26,279,251.87	16,140.71	1,953,056.58	0.00	0.00	27,341.39	28,275,790.56	11,583,616.22	12,912,089.08	
214,696.88	0.00	0.00	0.00	0.00	0.00	214,696.88	0.00	0.00	
8,899,587.13	0.00	2,053,759.20	0.00	0.00	0.00	10,953,346.32	16,407,097.29	5,382,479.18	
2,937,531.82	0.00	275,111.12	0.00	0.00	0.00	3,212,642.94	1,375,555.54	1,650,666.66	
0.00	0.00	0.00	0.00	0.00	0.00	0.00	826,911.83	501,433.15	
<b>50,939,681.82</b>	<b>215,674.71</b>	<b>5,583,956.78</b>	<b>-169,502.28</b>	<b>0.00</b>	<b>23,323.82</b>	<b>56,593,134.85</b>	<b>32,587,625.16</b>	<b>22,781,516.50</b>	
293,203,941.35	78,114.00	15,207,144.64	0.00	0.00	29,973.90	308,519,173.89	296,270,010.20	307,317,678.14	
48,681,884.54	0.00	1,087,882.36	-9,596.09	0.00	0.00	49,760,170.81	7,257,499.00	6,528,597.00	
40,363,788.44	710,214.77	4,850,034.09	-6,475,906.48	0.00	-31,632.91	39,416,497.91	15,220,775.59	14,914,354.03	
35.22	0.00	0.00	0.00	0.00	0.00	35.22	20,861,770.65	8,882,209.47	
<b>382,249,649.55</b>	<b>788,328.77</b>	<b>21,145,061.09</b>	<b>-6,485,502.57</b>	<b>0.00</b>	<b>-1,659.01</b>	<b>397,695,877.83</b>	<b>339,610,055.44</b>	<b>337,642,838.64</b>	
0.00	0.00	0.00	0.00	0.00	0.00	0.00	235,008.78	232,008.78	
0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,451,377.22	1,451,377.22	
800,074.19	0.00	0.00	-117,038.11	0.00	0.00	683,036.08	565,313.92	448,275.81	
0.00	0.00	0.00	0.00	0.00	0.00	0.00	322,503.65	314,154.21	
0.00	0.00	0.00	0.00	0.00	0.00	0.00	7,800.00	7,800.00	
<b>800,074.19</b>	<b>0.00</b>	<b>0.00</b>	<b>-117,038.11</b>	<b>0.00</b>	<b>0.00</b>	<b>683,036.08</b>	<b>2,582,003.57</b>	<b>2,453,616.02</b>	
<b>433,989,405.56</b>	<b>1,004,003.48</b>	<b>26,729,017.85</b>	<b>-6,772,042.96</b>	<b>0.00</b>	<b>21,664.81</b>	<b>454,972,048.76</b>	<b>374,779,684.17</b>	<b>362,877,971.16</b>	

## Statement of changes in assets for the fiscal year 2019

NürnbergMesse GmbH

	Cost				as at 31 Dec 2019 EUR
	as at 1 Jan 2019 EUR	Additions 2019 EUR	Disposals 2019 EUR	Reclassification 2019 EUR	
<b>Fixed assets</b>					
<b>I. Intangible fixed assets</b>					
1. Software	13,610,220.18	944,509.73	-36,953.58	118,324.30	14,636,100.63
2. Event rights	21,913,620.98	0.00	0.00	0.00	21,913,620.98
3. Films (other)	214,696.88	0.00	0.00	0.00	214,696.88
4. Prepayments	487,933.15	443,802.98	0.00	-118,324.30	813,411.83
<b>Total intangible fixed assets</b>	<b>36,226,471.19</b>	<b>1,388,312.71</b>	<b>-36,953.58</b>	<b>0.00</b>	<b>37,577,830.32</b>
<b>II. Property, plant and equipment</b>					
1. Land, similar land rights, and buildings including buildings on third-party land	600,401,019.84	2,814,234.50	0.00	198,101.05	603,413,355.39
2. Technical equipment and machinery	55,161,342.03	103,860.95	-9,654.09	1,712,982.41	56,968,531.30
3. Other equipment, operating and office equipment	41,024,369.48	1,615,699.94	-2,791,565.52	205,707.04	40,054,210.94
4. Prepayments and assets under construction	8,880,849.47	13,996,295.49	0.00	-2,116,790.50	20,760,354.46
<b>Total property, plant and equipment</b>	<b>705,467,580.82</b>	<b>18,530,090.88</b>	<b>-2,801,219.61</b>	<b>0.00</b>	<b>721,196,452.09</b>
<b>III. Financial assets</b>					
1. Shares in affiliated companies	37,298,318.19	15,778,509.14	0.00	0.00	53,076,827.33
2. Equity investments	2,463,913.10	0.00	0.00	0.00	2,463,913.10
3. Other loans	77,450.01	5,883.32	0.00	0.00	83,333.33
<b>Total financial assets</b>	<b>39,839,681.30</b>	<b>15,784,392.46</b>	<b>0.00</b>	<b>0.00</b>	<b>55,624,073.76</b>
<b>Grand total fixed assets</b>	<b>781,533,733.31</b>	<b>35,702,796.05</b>	<b>-2,838,173.19</b>	<b>0.00</b>	<b>814,398,356.17</b>

Depreciation, amortisation, and write-downs					Book value		
as at 1 Jan 2019 EUR	Additions 2019 EUR	Disposals 2019 EUR	Reclassification 2019 EUR	as at 31 Dec 2019 EUR	as at 31 Dec 2019 EUR	as at 31 Dec 2018 EUR	
11,715,527.18	1,122,833.03	-36,953.58	0.00	12,801,406.63	1,834,694.00	1,894,693.00	
10,472,109.98	1,676,544.00	0.00	0.00	12,148,653.98	9,764,967.00	11,441,511.00	
214,696.88	0.00	0.00	0.00	214,696.88	0.00	0.00	
0.00	0.00	0.00	0.00	0.00	813,411.83	487,933.15	
<b>22,402,334.04</b>	<b>2,799,377.03</b>	<b>-36,953.58</b>	<b>0.00</b>	<b>25,164,757.49</b>	<b>12,413,072.83</b>	<b>13,824,137.15</b>	
293,181,652.39	15,189,892.55	0.00	0.00	308,371,544.94	295,041,810.45	307,219,367.45	
48,634,194.03	1,087,127.36	-9,596.09	0.00	49,711,725.30	7,256,806.00	6,527,148.00	
30,652,055.61	3,066,485.53	-2,781,631.07	0.00	30,936,910.07	9,117,300.87	10,372,313.87	
0.00	0.00	0.00	0.00	0.00	20,760,354.46	8,880,849.47	
<b>372,467,902.03</b>	<b>19,343,505.44</b>	<b>-2,791,227.16</b>	<b>0.00</b>	<b>389,020,180.31</b>	<b>332,176,271.78</b>	<b>332,999,678.79</b>	
7,852,532.64	128,065.75	0.00	0.00	7,980,598.39	45,096,228.94	29,445,785.55	
122,425.00	0.00	0.00	0.00	122,425.00	2,341,488.10	2,341,488.10	
0.00	0.00	0.00	0.00	0.00	83,333.33	77,450.01	
<b>7,974,957.64</b>	<b>128,065.75</b>	<b>0.00</b>	<b>0.00</b>	<b>8,103,023.39</b>	<b>47,521,050.37</b>	<b>31,864,723.66</b>	
<b>402,845,193.71</b>	<b>22,270,948.22</b>	<b>-2,828,180.74</b>	<b>0.00</b>	<b>422,287,961.19</b>	<b>392,110,394.98</b>	<b>378,688,539.60</b>	



# CASH FLOW STATEMENT

## Consolidated cash flow statement

NürnbergMesse Group

	2019 EUR thousand	2018 EUR thousand
<b>Consolidated net income (+)/loss (-) for the fiscal year</b>	<b>3,256</b>	<b>28,138</b>
+/- Depreciation, amortisation, and write-downs of fixed assets/write-ups of fixed assets	26,729	24,096
+/- Increase/decrease in provisions <sup>1)</sup>	4,114	1,372
+/- Other non-cash expenses and income	1,020	1,683
-/+ Profit/loss from the disposal of fixed assets	-9	-48
-/+ Increase/decrease in inventories, trade receivables, and other assets (if not investing or financing activities)	-2,390	-2,793
+/- Increase/decrease in trade payables and other liabilities (if not investing or financing activities)	22,172	-12,820
+/- Interest expense/income	1,128	4,499
- Other income from equity investments	-256	-349
+/- Income tax expense/income	2,266	9,454
-/+ Income taxes paid	-992	-2,797
<b>1. Cash flow from operating activities</b>	<b>57,037</b>	<b>50,433</b>
Non-controlling interests in cash flow from operating activities	447	296
+ Payments received from the disposal of property, plant and equipment	5	19
+ Payments received from the disposal of financial assets	0	146
- Payments made for investments in property, plant and equipment	-21,852	-31,075
- Payments made for investments in intangible fixed assets	-2,287	-8,985
- Payments made for investments in financial assets	0	-12
- Payments made for investment in asset cover	-38	-86
+/- Payments received from the disposal of/made for investments in consolidated companies and other business units	-11,782	-803
+ Interest received	363	391
+ Dividends received	147	313
<b>2. Cash flow from investing activities</b>	<b>-35,415</b>	<b>-40,091</b>
+ Payments received from shareholders	20,049	20,484
- Payments made to shareholders	-501	-342
+ Payments received from loans and borrowings	0	250
- Payments made for redemption of loans and borrowings	-32,510	-11,423
- Interest paid	-1,532	-5,584
<b>3. Cash flow from financing activities</b>	<b>-14,494</b>	<b>3,385</b>
<b>Net change in cash funds</b>	<b>7,127</b>	<b>13,728</b>
+/- Effect on cash funds of exchange rate movements, changes in basis of consolidation, and valuation	-59	-349
+ Cash funds at the beginning of the period <sup>2)</sup>	24,152	10,773
<b>4. Cash funds at the end of the period</b>	<b>31,220</b>	<b>24,152</b>
↳ of which liabilities on current accounts	20,910	32,625

<sup>1)</sup> Without discounting effects and changes in asset cover, without changes in provisions for income taxes.

<sup>2)</sup> Netted with liabilities on current accounts.

**Cash flow statement**

NürnbergMesse GmbH

	2019 EUR thousand	2018 EUR thousand
<b>Net income for the fiscal year</b>	<b>2,002</b>	<b>28,242</b>
+/- Depreciation, amortisation, and write-downs of fixed assets/write-ups of fixed assets	22,271	21,699
+/- Increase/decrease in provisions <sup>1)</sup>	3,912	1,052
+/- Other non-cash expenses and income	941	5,656
-/+ Profit/loss from the disposal of fixed assets	10	-4
-/+ Increase/decrease in inventories, trade receivables, and other assets (if not investing or financing activities)	-5,825	-2,457
+/- Increase/decrease in trade payables and other liabilities (if not investing or financing activities)	26,918	-21,173
+/- Interest expense/income	1,553	4,997
- Other income from equity investments	-358	-935
+/- Income tax expense/income	1,322	8,809
-/+ Income taxes paid	-62	-1,839
<b>1. Cash flow from operating activities</b>	<b>52,684</b>	<b>44,047</b>
+ Payments received from the disposal of property, plant and equipment	0	11
+ Payments received from the disposal of financial assets	0	96
- Payments made for investments in intangible fixed assets	-1,388	-8,793
- Payments made for investments in property, plant and equipment	-18,530	-29,409
- Payments made for investments in financial assets	-15,779	-930
+/- Payments received/made for the short-term management of cash investments with affiliated companies and equity investments	0	500
+ Interest received	14	23
+ Dividends received	355	269
<b>2. Cash flow from investing activities</b>	<b>-35,328</b>	<b>-38,233</b>
+ Payments received from shareholders	20,000	20,000
- Payments made for redemption of loans and borrowings	-32,510	-11,423
+/- Payments received/made from current accounts from affiliated companies and equity investments	-3,050	2,762
- Interest paid	-1,434	-5,461
<b>3. Cash flow from financing activities</b>	<b>-16,994</b>	<b>5,878</b>
<b>Net change in cash funds</b>	<b>362</b>	<b>11,692</b>
+ Cash funds at the beginning of the period <sup>2)</sup>	14,492	2,800
<b>4. Cash funds at the end of the period</b>	<b>14,854</b>	<b>14,492</b>
› of which liabilities on current accounts	19,942	31,266

<sup>1)</sup> Without discounting effects and changes in asset cover, without changes in provisions for income taxes

<sup>2)</sup> Netted with liabilities on current accounts



## STATEMENT OF CHANGES IN SHAREHOLDERS' EQUITY

### Statement of changes in shareholders' equity in 2019

NürnbergMesse Group

	Parent company				
	Subscribed capital	Capital reserves	Revenue reserves	Difference from currency translation	Profit/loss carried forward
	EUR	EUR	EUR	EUR	EUR
<b>Balance as at 31 Dec 2018</b>	<b>100,204,900.00</b>	<b>86,529,299.60</b>	<b>958,898.67</b>	<b>-3,270,340.03</b>	<b>-1,054,723.59</b>
Transfers to/withdrawals from reserves	0.00	0.00	290,937.95	0.00	0.00
Contributions	0.00	20,000,000.00	0.00	0.00	0.00
Withdrawals	0.00	0.00	0.00	0.00	0.00
Carried forward from previous year	0.00	0.00	0.00	0.00	27,960,555.77
Currency translation	0.00	0.00	0.00	-45,589.25	0.00
Other changes	0.00	0.00	0.00	0.00	0.00
Consolidated net retained profits/net accumulated losses	0.00	0.00	0.00	0.00	0.00
<b>Balance as at 31 Dec 2019</b>	<b>100,204,900.00</b>	<b>106,529,299.60</b>	<b>1,249,836.62</b>	<b>-3,315,929.28</b>	<b>26,905,832.18</b>

### Statement of changes in shareholders' equity in 2018

NürnbergMesse Group

	Parent company				
	Subscribed capital	Capital reserves	Revenue reserves	Difference from currency translation	Profit/loss carried forward
	EUR	EUR	EUR	EUR	EUR
<b>Balance as at 31 Dec 2017</b>	<b>100,204,900.00</b>	<b>66,529,299.60</b>	<b>918,484.58</b>	<b>-2,839,975.41</b>	<b>6,390,435.76</b>
Transfers to/withdrawals from reserves	0.00	0.00	40,414.09	0.00	0.00
Contributions	0.00	20,000,000.00	0.00	0.00	0.00
Withdrawals	0.00	0.00	0.00	0.00	0.00
Carried forward from previous year	0.00	0.00	0.00	0.00	-7,445,159.35
Currency translation	0.00	0.00	0.00	-430,364.62	0.00
Other changes	0.00	0.00	0.00	0.00	0.00
Consolidated net retained profits/net accumulated losses	0.00	0.00	0.00	0.00	0.00
<b>Balance as at 31 Dec 2018</b>	<b>100,204,900.00</b>	<b>86,529,299.60</b>	<b>958,898.67</b>	<b>-3,270,340.03</b>	<b>-1,054,723.59</b>

Consolidated profit/loss attributable to the parent company EUR	Non-controlling interests				Group
	Equity EUR	Non-controlling interests before net income/loss for the fiscal year EUR	Annual profit/loss of non-controlling interests EUR	Equity EUR	Consolidated equity EUR
<b>27,960,555.77</b>	<b>211,328,590.42</b>	<b>2,439,730.26</b>	<b>136,932.91</b>	<b>2,576,663.17</b>	<b>213,905,253.59</b>
0.00	290,937.95	0.00	0.00	0.00	290,937.95
0.00	20,000,000.00	12,599.91	0.00	12,599.91	20,012,599.91
0.00	0.00	-487,852.84	0.00	-487,852.84	-487,852.84
-27,960,555.77	0.00	136,932.91	-136,932.91	0.00	0.00
0.00	-45,589.25	0.00	0.00	0.00	-45,589.25
0.00	0.00	785,361.98	0.00	785,361.98	785,361.98
2,343,358.40	2,343,358.40	0.00	621,615.50	621,615.50	2,964,973.90
<b>2,343,358.40</b>	<b>233,917,297.52</b>	<b>2,886,772.22</b>	<b>621,615.50</b>	<b>3,508,387.72</b>	<b>237,425,685.24</b>

Consolidated profit/loss attributable to the parent company EUR	Non-controlling interests				Group
	Equity EUR	Non-controlling interests before net income/loss for the fiscal year EUR	Annual profit/loss of non-controlling interests EUR	Equity EUR	Consolidated equity EUR
<b>-7,445,159.35</b>	<b>163,757,985.18</b>	<b>2,690,128.21</b>	<b>-46,221.47</b>	<b>2,643,906.74</b>	<b>166,401,891.92</b>
0.00	40,414.09	0.00	0.00	0.00	40,414.09
0.00	20,000,000.00	125,708.18	0.00	125,708.18	20,125,708.18
0.00	0.00	-329,884.66	0.00	-329,884.66	-329,884.66
7,445,159.35	0.00	-46,221.47	46,221.47	0.00	0.00
0.00	-430,364.62	0.00	0.00	0.00	-430,364.62
0.00	0.00	0.00	0.00	0.00	0.00
27,960,555.77	27,960,555.77	0.00	136,932.91	136,932.91	28,097,488.68
<b>27,960,555.77</b>	<b>211,328,590.42</b>	<b>2,439,730.26</b>	<b>136,932.91</b>	<b>2,576,663.17</b>	<b>213,905,253.59</b>



# ABRIDGED NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS AND NOTES FOR THE FISCAL YEAR 2019

## 1. General information

NürnbergMesse GmbH, headquartered in Nuremberg, is entered in the Commercial Register of Nuremberg Local Court (Amtsgericht) under No. HRB 761.

These annual financial statements have been prepared in accordance with Sections 242 et seq. of the German Commercial Code (HGB), taking into account the provisions applicable to corporations (Sections 264 et seq. HGB) as amended by the Act Implementing the European Accounting Directive (BilRUG) and in accordance with the relevant and applicable provisions of the German Limited Liability Companies Act (GmbHG). The consolidated financial statements have been prepared in accordance with the provisions of Sections 290 et seq. HGB.

Property, plant and equipment; other provisions; provisions for pensions and similar obligations; and other liabilities are valued in a manner deviating from tax law. As a result, they yield deferred taxes. Deferred tax assets exceed the deferred tax liabilities. The option to form an asset position for deferred tax income in accordance with Section 274 (1) sentence 2 HGB has not been exercised in the single-entity financial statements. Deferred taxes are calculated using the individual tax rate for NürnbergMesse GmbH of 31.5%. The deferred tax assets resulting from the single-entity financial statements were also not capitalised in the consolidated financial statements. Where deferred tax positions resulted from changes in the scope of consolidation under Section 306 HGB, these were recognised in the consolidated balance sheet. These deferred tax positions were calculated on the basis of the individual tax rate applicable to the Group company concerned. In fiscal 2019, new deferred tax liabilities were recognised in the amount of EUR 69 thousand, while EUR 21 thousand in deferred tax liabilities was reversed. As at 31 December 2019, this item totalled EUR 176 thousand.

The Company is classified as a large corporation under Section 267 (3) HGB. The income statement has been prepared according to the total cost (nature of expense) format.

### A. CONSOLIDATED FINANCIAL STATEMENTS

NürnbergMesse GmbH prepares consolidated financial statements in accordance with Sections 290 et seq. HGB.

### B. CONSOLIDATED GROUP

Holtmann GmbH & Co. KG and LEHRIEDER CATERING-PARTY-SERVICE GmbH & Co. KG are included because of the possibility of control as a result of a majority of voting rights under the Articles of Association.

NürnbergMesse North America Inc., formed on 21 September 2007, and NürnbergMesse China Co., Ltd., formed on 31 October 2006, were included in the consolidated financial statements in accordance with Section 301 (1) HGB, former version, for the first time in 2008, applying the book value method.

In 2009, NürnbergMesse GmbH acquired 99.99% in NürnbergMesse Brasil Feiras e Congressos Ltda. (formerly Nielsen Business Media Brasil Feiras e Congressos Ltda.). The remaining 0.01% was acquired by NürnbergMesse Beteiligungs-GmbH. In accordance with Section 301 (1) HGB, former version, the Brazilian subsidiary was included in the consolidated financial statements according to the book value method for the first time as at the acquisition date of 7 April 2009.

In accordance with Section 296 (2) HGB, NürnbergMesse Italia S.r.l., formed on 11 May 2009, is not included in the 2019 consolidated financial statements due to its secondary importance.

The limited partner share of 50% of the limited partner capital in Holtmann GmbH & Co. KG and 50% of Holtmann Beteiligungsverwaltungs GmbH (general partner company) – which, in accordance with Section 296 (2) HGB, was not included in the 2019 consolidated financial statements because of the entities' secondary importance – was acquired effective 1 January 2010.

A 50% share was assumed by Holtmann GmbH & Co. KG on 8 November 2010 when mesomondo GmbH was formed. The remaining 50% was acquired effective 1 March 2011, so that Holtmann GmbH & Co. KG holds 100% of mesomondo GmbH. In accordance with Section 296 (2) HGB, mesomondo GmbH is not included in the 2019 consolidated financial statements due to its secondary importance.

Holtmann GmbH & Co. KG acquired 100% of E)(POMONDO S.r.l. when the latter was formed in 2012. In accordance with Section 296 (2) HGB, E)(POMONDO S.r.l. is not included in the 2019 consolidated financial statements due to its secondary importance.

SMT/ASIC/Hybrid MESAGO Messe & Kongress GmbH & Co. oHG is not included in the consolidated financial statements under equity accounting as per Section 311 (2) HGB due to its secondary importance as a result of its small contribution to earnings.

NürnbergMesse GmbH acquired a 24.5% share in the newly-established ExpoNova Exhibitions and Conferences (India) Pvt. Ltd. effective 16 January 2013. In accordance with Section 311 (2) HGB, it is likewise not included under equity accounting in the 2019 consolidated financial statements due to its secondary importance.

NürnbergMesse India Pvt. Ltd. was formed in New Delhi on 10 April 2013. NürnbergMesse GmbH holds 99.96% and NürnbergMesse Beteiligungs-GmbH 0.04% of NürnbergMesse India. As it is no longer of secondary importance, NürnbergMesse India was included in the consolidated financial statements for the first time for 2016. Because of its different fiscal year, interim financial statements were prepared as at 31 December 2019.

NürnbergMesse GmbH acquired 50% of the shares of LEHRIEDER CATERING-PARTY-SERVICE GmbH & Co. KG, effective 1 January 2016. In 2016, LEHRIEDER CATERING-PARTY-SERVICE GmbH & Co. KG was included in the consolidated financial statements for the first time in accordance with Section 301 HGB, using the revaluation method.

NürnbergMesse GmbH acquired 50% of the shares of Lehrieder Verwaltungs-GmbH effective 1 January 2016. In accordance with Section 296 (2) HGB, Lehrieder Verwaltungs-GmbH is not included in the 2019 consolidated financial statements due to its secondary importance.

Effective 1 January 2016, NürnbergMesse GmbH contributed Lilly Verwaltungs- und Beteiligungsgesellschaft mbH to LEHRIEDER CATERING-PARTY-SERVICE GmbH & Co. KG, so that LEHRIEDER CATERING-PARTY-SERVICE GmbH & Co. KG became the 100% owner of Lilly Verwaltungs- und Beteiligungsgesellschaft mbH. In accordance with Section 296 (2) HGB, Lilly Verwaltungs- und Beteiligungsgesellschaft mbH is not included in the 2019 consolidated financial statements due to its secondary importance.

Effective 1 January 2016, NürnbergMesse GmbH contributed Gaststättenbetrieb Kurt Lilly GmbH & Co. KG to LEHRIEDER CATERING-PARTY-SERVICE GmbH & Co. KG, so that LEHRIEDER CATERING-PARTY-SERVICE GmbH & Co. KG became the 100% owner of Gaststättenbetrieb Kurt Lilly GmbH & Co. KG. In accordance with Section 296 (2) HGB, Gaststättenbetrieb Kurt Lilly GmbH & Co. KG is not included in the 2019 consolidated financial statements due to its secondary importance.

NürnbergMesse GmbH holds 51% of the shares of MedtecLIVE GmbH, which was founded on 4 May 2018 and entered in the Commercial Register on 8 May 2018. In 2018, MedtecLIVE GmbH was included in the consolidated financial statements for the first time in accordance with Section 301 HGB, using the revaluation method. As at 12 December 2019, NürnbergMesse GmbH acquired the remaining 49% of the shares, making NürnbergMesse GmbH the 100% owner of MedtecLIVE GmbH.

NürnbergMesse GmbH acquired 80% of the shares of FORUM S.A. effective 30 June 2019. In 2019, FORUM S.A. was included in the consolidated financial statements for the first time in accordance with Section 301 HGB, using the revaluation method.

### C. CONSOLIDATION PRINCIPLES

Among the domestic subsidiaries included in the consolidated financial statements, a controlling and profit-and-loss transfer agreement is in place only with NürnbergMesse Beteiligungs-GmbH.

The annual financial statements of all included companies, as well as the consolidated financial statements, have the closing date of 31 December 2019 and are prepared in accordance with uniform accounting policies. Because the company has a different fiscal year, interim financial statements at 31 December 2019 were prepared for NürnbergMesse India Pvt. Ltd. The original closing date for the annual financial statements of NürnbergMesse India Pvt. Ltd. was 31 March 2019. The capital of the subsidiaries acquired before 1 January 2010 was consolidated using the book value method by offsetting the acquisition values of the equity investments against the proportional equity capital at the time of purchase or date when the subsidiary was included in the consolidated financial statements for the first time. The capital consolidation of the subsidiary Holtmann GmbH & Co. KG, which was acquired in fiscal year 2010, is stated in accordance with Section 301 HGB using the revaluation method.

The asset-side differences resulting from the subsidiary's capital consolidation are either assigned to these subsidiaries' hidden reserves or event rights, or are recognised as goodwill. The goodwill of the acquired subsidiaries NürnbergMesse Brasil Feiras e Congressos Ltda. and NürnbergMesse Beteiligungs-GmbH is amortised over 15 years. The useful life is set at 15 years because a long-term orientation of the exhibition business is assumed and it can be expected that the goodwill can be utilised over this period. The asset-side difference resulting from the capital consolidation of Holtmann GmbH & Co. KG was amortised over five years, ending in 2014.

NürnbergMesse North America Inc. and NürnbergMesse China Co., Ltd. were consolidated for the first time as at 31 December 2008 according to the book value method. Goodwill was amortised over four years, ending in 2012.

NürnbergMesse India Pvt. Ltd., formed in fiscal year 2013 and initially not consolidated because of its secondary importance in accordance with Section 296 (2) HGB, was consolidated for the first time as at 1 January 2016. In accordance with Section 301 (2) sentences 3 and 4 HGB, generally the valuation ratios at the date of a subsidiary's first consolidation are taken as a basis. However, the decision was made not to perform a revaluation because the parent company founded the company itself. The difference between the cost of acquiring the subsidiary and the carrying value of equity in Commercial Balance Sheet II was offset against the consolidated losses carried forward, with no net effect on profit or loss.

LEHRIEDER CATERING-PARTY-SERVICE GmbH & Co. KG was consolidated for the first time as at 1 January 2016, using the revaluation method. Goodwill will be amortised over 10 years, as the catering business is assumed to have a long-term focus and the goodwill can presumably be utilised over that period.

On 8 May 2018, MedteclIVE GmbH was included in the consolidated financial statements for the first time, according to the revaluation method. Goodwill will be amortised over 10 years, as the trade fair business is assumed to have a long-term focus and the goodwill can presumably be utilised over that period. A write-off was recognised in the 2019 consolidated financial statements due to the lower acquisition cost of the shares of the former minority shareholder UBM (49%) in December 2019. The goodwill generation by this acquisition will be amortised over 10 years, as the trade fair business is assumed to have a long-term focus.

As at 30 June 2019, FORUM S.A. was included in the consolidated financial statements for the first time, according to the revaluation method. Goodwill will be amortised over 10 years, as the trade fair business is assumed to have a long-term focus and the goodwill can presumably be utilised over that period.

AMA-Service GmbH was included at equity in the consolidated financial statements for the first time in 2004, according to the book value method. The associated company was first consolidated at the time the shares were acquired (1 January 2004). The same date was used in calculating the difference arising on consolidation. The difference on the asset side from the proportionate equity was originally amortised over four years using the straight-line method based on the useful life of the event right. In 2006, the residual useful life was extended to six years because of the early extension of the license agreement, so amortisation ended in 2011.

The receivables and liabilities between the companies included in the consolidated financial statements are offset. The differences resulting from the offsetting of receivables and liabilities in foreign currencies are treated as a "difference from currency translation" taken directly to equity.

Intra-Group income is offset against corresponding expenses. Provisions set aside to cover obligations to other consolidated companies in the single-entity annual financial statements of NürnbergMesse are reversed in the consolidated financial statements and lead to a difference in the consolidation of debt or expenditure and of income.

The currencies of the balance sheets and income statements of consolidated foreign subsidiaries are translated according to the modified closing rate method.

Accordingly, equity – except for the net income/loss for the year – is translated at historical exchange rates, and the other asset and liability positions – except for depreciation and amortisation on fixed assets – are translated at the mean spot rates at the balance sheet date.

The items in the income statement of the Group are translated at the annual average rates. The net income/loss for the year from the translated income statement is transferred to the consolidated balance sheet, and the difference is not recognised in the income statement.

## 2. Disclosures for the balance sheet of NürnbergMesse GmbH and consolidated balance sheet

### ASSETS

#### A. FIXED ASSETS

**Intangible fixed assets** are measured at cost less amortisation. Amortisation in the year of addition is applied pro rata temporis.

**Property, plant and equipment** is recognised at cost in compliance with the accounting provisions of the German Commercial Code, applying depreciation over the estimated useful life.

Buildings are recognised at cost. Some of the debt capital interest is capitalised over the period of construction. During the fiscal year, debt capital interest was capitalised in the prepayments and assets under construction item in the amount of EUR 35 thousand.

**Low-value assets** with a value of up to EUR 800 were written off immediately in the year they were added.

For **financial assets**, shares in affiliated companies and equity investments are generally recognised at cost. Any subsequent capital increases also increase the cost accordingly. Low-interest loans are recognised at net present value. Where necessary, the lower fair value as at the balance sheet date has been recognised.

#### B. CURRENT ASSETS

**Inventory** relates to work in progress and services, which are recognised at cost, taking into account appropriate shares of overhead in accordance with Section 255 (2) HGB, and also advertising materials. Advertising materials are measured at fixed value in accordance with Section 240 (3) HGB. Prepayments received on inventory are openly deducted from inventory. Inventory includes shares of production overhead, including depreciation of EUR 936 thousand.

**Receivables and other assets** are recognised at nominal value less the appropriate write-downs.

**Receivables from affiliated companies** of the parent company include EUR 1,478 thousand in trade receivables and EUR 1,941 thousand in other assets. The receivables from affiliated companies recognised in the consolidated financial statements exclusively comprise trade receivables.

Apart from wage advances, as well as premiums for interest-limiting transactions (caps), **other assets** of the parent company include only receivables with a residual term of less than one year. The consolidated financial statements also include furnished security deposits and collateral, as well as loans, all with a residual term of more than one year.

### C. CASH AND CASH EQUIVALENTS

**Cash and cash equivalents** are recognised at nominal values and are available for expenses arising shortly after the balance sheet date.

## EQUITY AND LIABILITIES

### A. EQUITY

The **subscribed capital** remained unchanged in the reporting year.

**Capital reserves** increased due to cash contributions by the principal shareholder.

The **revenue reserves** were formed in previous years.

The **profit carried forward** relates to previous years and is carried forward to new account.

### B. PROVISIONS

Provisions that are predominantly long-term have been classified as long-term provisions in full.

The **provisions for pensions** are recognised according to actuarial reports in accordance with the provisions of the Accounting Law Modernisation Act through the application of the projected unit credit method. The 2018 mortality tables by Dr Klaus Heubeck are applied to the calculation with the following assumptions:

Actuarial interest rate	2.71% p.a.
Expected pension trend	2.00% p.a.

There is a difference of EUR 662 thousand between the measurement at the average actuarial interest rate from the past 10 years and the measurement at the rate from the past seven years. The interest component from the change in provisions during the reporting year is recognised under interest and similar expenses.

The recognised difference from asset offsetting results from netting the pension reinsurance cover against the pension provision for one subsidiary, as provided in Section 246 (2) sentence 2 HGB. The fair value of the netted assets was EUR 527 thousand, cost was EUR 505 thousand, and the fulfilment amount for the offset pension provision was EUR 141 thousand. The fair value corresponds to the insurer's reported fair valuation.

**Tax provisions** are recognised in the amount of the expected charges from taxes not yet assessed, including prepayments made.

The scope of the **other provisions** is calculated with due regard for commercial principles. Provisions are set aside in the amount of the prospective settlement. For provisions with a residual term of more than one year, future price and cost increases are taken into account and discounting is applied at the balance sheet date. Provisions for anticipated losses were recognised to account for the effects of the coronavirus foreseeable at the balance sheet date. The effects of the pandemic intensified further after the balance sheet date.

The provisions include provisions for maintenance in accordance with Section 249 (1) sentence 3 HGB former version, and in accordance with Section 249 (2) HGB former version, which are retained in accordance with Article 67 (3) sentence 1 of the Introductory Act of the German Commercial Code (EGHGB).

## C. LIABILITIES

Liabilities were measured at the settlement amount.

	NürnbergMesse Group			NürnbergMesse GmbH		
	up to one year EUR thousand	one to five years EUR thousand	more than five years EUR thousand	up to one year EUR thousand	one to five years EUR thousand	more than five years EUR thousand
1. Due to banks	37,116	21,310	16,683	35,398	21,310	16,683
<i>(previous year)</i>	<i>62,029</i>	<i>33,144</i>	<i>20,770</i>	<i>59,919</i>	<i>33,144</i>	<i>20,770</i>
2. Payments received on account for orders	61,262	26	0	53,415	0	0
<i>(previous year)</i>	<i>41,136</i>	<i>237</i>	<i>0</i>	<i>36,658</i>	<i>0</i>	<i>0</i>
3. Trade payables	18,774	332	0	10,655	332	0
<i>(previous year)</i>	<i>12,377</i>	<i>553</i>	<i>0</i>	<i>10,071</i>	<i>553</i>	<i>0</i>
4. Due to affiliated companies	157	0	0	6,670	0	0
<i>(previous year)</i>	<i>216</i>	<i>0</i>	<i>0</i>	<i>4,065</i>	<i>0</i>	<i>0</i>
5. Due to shareholders	300	500	0	279	0	0
<i>(previous year)</i>	<i>369</i>	<i>500</i>	<i>0</i>	<i>107</i>	<i>0</i>	<i>0</i>
6. Other liabilities	11,632	5,902	77	10,237	5,900	77
<i>(previous year)</i>	<i>7,909</i>	<i>8,905</i>	<i>74</i>	<i>6,645</i>	<i>8,900</i>	<i>75</i>
<b>Total</b>	<b>129,241</b>	<b>28,070</b>	<b>16,760</b>	<b>116,654</b>	<b>27,542</b>	<b>16,760</b>
<i>(previous year)</i>	<i>124,036</i>	<i>43,339</i>	<i>20,844</i>	<i>117,465</i>	<i>42,597</i>	<i>20,845</i>

The single-entity financial statements of the parent company recognised no liabilities secured by liens or similar rights as at the closing date. In the consolidated financial statements, liabilities to banks of EUR 1,393 thousand are secured by various machinery under a global assignment and transfer as security.

Liabilities to affiliated companies of NürnbergMesse GmbH include trade payables of EUR 230 thousand which are netted against trade receivables of EUR 109 thousand. Additional other liabilities of EUR 9,573 thousand are netted against other assets of EUR 3,024 thousand on the basis of the offsetting procedures in place at the

domestic subsidiaries. The liabilities to affiliated companies recognised in the consolidated financial statements include EUR 204 thousand in trade payables and EUR 32 thousand in other liabilities reported in the amount obtained after netting against EUR 79 thousand in other assets.

The liabilities to shareholders of NürnbergMesse GmbH are included in the trade payables. Liabilities to shareholders in the consolidated financial statements include EUR 279 thousand in trade payables and EUR 521 thousand in other liabilities.

### 3. Disclosures on the income statement of NürnbergMesse GmbH and consolidated income statement

#### SALES REVENUE

Sales revenue is classified by activity and geographic market as follows:

#### Sales revenue by activity type

	NürnbergMesse Group EUR thousand	NürnbergMesse GmbH EUR thousand
Own and partner events	97,906	98,956
Guest events/NCC	68,254	68,254
International	40,091	10,653
MesseService/other	79,432	44,218
<b>Total</b>	<b>285,683</b>	<b>222,081</b>

#### Sales revenue by region

	NürnbergMesse Group EUR thousand	NürnbergMesse GmbH EUR thousand
Germany	246,014	211,850
Europe without Germany	12,168	1,878
Asia	15,128	5,542
Americas	12,316	2,754
Other abroad	57	57
<b>Total</b>	<b>285,683</b>	<b>222,081</b>

The sales revenue includes out-of-period income of EUR 297 thousand at NürnbergMesse GmbH and in the Group.

#### OTHER OPERATING INCOME

The other operating income includes out-of-period income of EUR 2,444 thousand at NürnbergMesse GmbH and EUR 2,607 thousand in the Group. Out-of-period income stems primarily from the reversal of provisions.

#### EVENT EXPENSES

Event-related expenses primarily include costs for press/information events, exhibitor and visitor advertising, conference and meeting organisation, technical realisation, general material expenses, reports, and remuneration for partners for events in fiscal year 2019. The event expenses include out-of-period expenses of EUR 442 thousand at NürnbergMesse GmbH and in the Group.

### DEPRECIATION, AMORTISATION, AND WRITE-DOWNS

This item comprises amortisation of intangible fixed assets, depreciation of property, plant and equipment, and write-downs of financial assets. The write-downs of financial assets for the parent company are recognised separately in accordance with Section 275 (2) HGB. A write-down of EUR 128 thousand was recognised in the annual financial statements of the parent company for the temporary impairment of the book value of the equity interest in MedtecLIVE GmbH.

The goodwill of MedtecLIVE GmbH was written down in the amount of EUR 460 thousand due to impairment.

### OTHER OPERATING EXPENSES

Other operating expenses primarily include costs for improvements to services, maintenance, services, and general administrative expenses. The single-entity financial statements of the parent company include out-of-period expenses of EUR 31 thousand. The consolidated financial statements include out-of-period expenses of EUR 129 thousand.

### TAXES

Taxes on income consist primarily of expenses for corporate income tax and trade tax for 2019 and refunds for prior years. The single-entity and consolidated financial statements include out-of-period expenses of EUR 102 thousand.

## 4. Other information

<b>Staff</b>		
Annual average		
	<b>NürnbergMesse Group</b> 2019	<b>NürnbergMesse GmbH</b> 2019
Permanent and temporary staff	1,134	517
Apprentices	44	24
Students, degree BA in business administration, exhibition, congress, and event management at the Baden-Württemberg Cooperative State University (DHBW), Ravensburg	19	15
<b>Total</b>	<b>1,197</b>	<b>556</b>

No **contingent liabilities** to third parties and affiliated companies as defined in Section 251 HGB were present as at the balance sheet date.

**Other financial obligations** in the Group totalled EUR 55,486 thousand as at the balance sheet date, with EUR 48,086 thousand relating to NürnbergMesse GmbH. The obligations mainly relate to energy supply, rental, and telecommunications contracts and to the open purchase order commitment for fixed assets as at 31 December 2019.

**Pension entitlements of the governing bodies** result from contractual agreements with members of the Management Board and former members of the Management Board.

No advances or loans have been paid to the managing directors of NürnbergMesse GmbH or the subsidiaries.

### CURRENCY TRANSLATION

Foreign currency receivables with a residual term of one year or less have been translated at the mean spot rate at the closing date in accordance with Section 256a HGB without considering the restriction of the purchasing cost and realisation principle.

Foreign currency liabilities with a residual term of one year or less have been translated at the mean spot rate at the closing date in accordance with Section 256a HGB without considering the restriction of the maximum value or realisation principle.

### DERIVATIVE FINANCIAL INSTRUMENTS

The Group uses derivative financial instruments to hedge against interest rate risks on current loans.

Two interest rate hedges in the form of a maximum rate agreement (cap) were in place at the balance sheet date.

The existing interest rate caps were established in fiscal 2012 for loans of EUR 5,000 thousand and EUR 12,000 thousand with terms until 2021. A valuation unit has been formed for the former loan. For the second interest rate cap, a refinancing during the 2017 fiscal year resulted in a cancellation of the existing hedge valuation unit, with the consequence that the book value of the cap premium recognised among "other assets" had to be written down to the fair value. At the balance sheet date, the cap premiums had a total fair value of EUR 0.02, compared to a book value of EUR 11,625.00.

The swap agreement held by the parent company at the balance sheet date, constituting a valuation unit together with the loan liability as the underlying transaction, has a nominal value of EUR 8,900 thousand, reaches maturity in 2022, and has a negative fair value of EUR 477 thousand.

Interest risks from fluctuations in the Euribor rate are prevented through congruent application of Euribor in the hedge transaction if the characteristics of the underlying transaction and hedge transaction match (critical terms match method). Effectiveness is calculated retroactively by comparing the payment flows.

Market and fair values are based on the mark-to-market method and were taken from bank communications.

#### STATEMENT OF SHARE OWNERSHIP

A current statement of share ownership has been filed with the Nuremberg Local Court under the register number HRB 761.

#### AUDITOR'S FEE

The total fee for the audit of the 2019 annual financial statements of NürnbergMesse GmbH was EUR 26 thousand. The total auditor's fee for the consolidated financial statements and the domestic subsidiaries included in the consolidated financial statements was EUR 52 thousand. The total fee for the review of a foreign subsidiary was EUR 1 thousand. Additionally, expenses of EUR 6 thousand were incurred during the reporting year for other certification services.

#### SIMPLIFICATIONS FOR GROUP SUBSIDIARIES

Holtmann GmbH & Co. KG, Langenhagen, and LEHRIEDER CATERING-PARTY-SERVICE GmbH & Co. KG, Nuremberg, which are included in the consolidated financial statements of NürnbergMesse GmbH, fulfil the requirements of Section 264b HGB and therefore exercise the option not to publish annual financial statements as at 31 December 2019 or a management report for fiscal 2019. The consolidated financial statements of NürnbergMesse GmbH, Nuremberg, are published in the Electronic Federal Gazette.

## 5. Governing bodies

### Members of the Management Board

Management Board members of NürnbergMesse GmbH in fiscal year 2019 were:

Diplom-Kaufmann Dr rer. pol. Roland Fleck	Nuremberg
Diplom-Kaufmann Peter Ottmann	Schnaittach

### Members of the Supervisory Board

Supervisory Board members of NürnbergMesse GmbH in fiscal year 2019 were:

#### Chairman of the Supervisory Board

State Minister Albert Füracker	Free State of Bavaria
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#### Deputy Chairman of the Supervisory Board

Dr Ulrich Maly, Lord Mayor	City of Nuremberg
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#### Members of the Supervisory Board

Marlene Anton	Free State of Bavaria (from 6 November 2018 to 25 January 2019)
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Prof. Dr jur. Elmar Forster, General Manager	Chamber of Crafts for Middle Franconia, Nuremberg
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Dr Michael Fraas, Deputy Mayor	City of Nuremberg
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Dr Daniela Hüttinger, City Councillor	City of Nuremberg
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Dr Christian Kelders	Free State of Bavaria (since 12 April 2019)
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Marcus König, City Councillor	City of Nuremberg
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Dr Nicole Lang	Free State of Bavaria
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Markus Löttsch, General Manager	Nuremberg Chamber of Commerce and Industry
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Christian Vogel, Mayor	City of Nuremberg
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State Secretary Roland Weigert	Free State of Bavaria
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Dr Markus Wittmann	Free State of Bavaria
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#### Employee representatives on the Supervisory Board

Jürgen Albrecht	NürnbergMesse GmbH
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Thomas Benzinger	NürnbergMesse GmbH
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Christopher Boss	NürnbergMesse GmbH
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Lukas Handrich	NürnbergMesse GmbH
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Elke Harreiss	NürnbergMesse GmbH
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Andreas Müller	NürnbergMesse GmbH
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No compensation was paid to members of the Supervisory Board in the fiscal year.

## 6. Appropriation of net profit proposed by the Management Board

The Management Board proposes approving the net income of EUR 2,002,330.49 recognised for the fiscal year ended 31 December 2019 and, together with the profit carried forward of EUR 35,486,982.12, carrying it forward to new account.

Nuremberg, 30 March 2020

NürnbergMesse GmbH

Dr Roland Fleck  
CEO

Peter Ottmann  
CEO



# AUDITOR'S REPORTS<sup>1)</sup>

## NürnbergMesse Group

### INDEPENDENT AUDITOR'S REPORT

To NürnbergMesse GmbH, Nuremberg

#### Audit opinions

We have audited the consolidated financial statements of NürnbergMesse GmbH, Nuremberg, and its subsidiaries (the Group) – comprising the consolidated balance sheet as at 31 December 2019, the consolidated income statement, the consolidated statement of changes in equity, and the consolidated cash flow statement for the fiscal year from 1 January to 31 December 2019 and the notes to the consolidated financial statements, including the presentation of the accounting policies. We also audited the combined management report and Group management report (hereinafter: "management report") of NürnbergMesse GmbH, Nuremberg, for the fiscal year from 1 January to 31 December 2019. We did not audit the content of the corporate governance statement pursuant to Section 289f (4) HGB (disclosures on gender quotas) in accordance with the provisions of German law.

In our opinion, based on the findings of our audit,

- the accompanying consolidated financial statements comply, in all material respects, with the provisions of the German Commercial Code and, in compliance with the German generally accepted principles of accounting, give a true and fair view of the net assets and financial position of the Group as at 31 December 2019, as well as its results of operations for the fiscal year from 1 January to 31 December 2019, and
- the accompanying management report provides an accurate picture of the Group's position. In all material respects, this management report is consistent with the consolidated financial statements, complies with German law, and accurately presents the opportunities and risks of future development. Our audit opinion on the management report does not extend to the content of the aforementioned corporate governance statement.

In accordance with Section 322 (3) sentence 1 HGB, we declare that our audit has not led to any objections against the correctness of the consolidated financial statements and the management report.

#### Basis for the audit opinions

We conducted our audit of the consolidated financial statements and of the management report in accordance with Section 317 HGB and in compliance with generally accepted standards for the audit of financial statements promulgated by the Institute of Public Auditors in Germany (Institut der Wirtschaftsprüfer (IDW)). Our responsibility in accordance with these regulations and principles is further described in the section "Auditor's responsibility for the audit of the consolidated financial statements and the management report" of our auditor's report.

We are independent of the Group companies in accordance with German commercial and professional regulations and have fulfilled our other German professional duties in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and suitable for providing a basis for our audit opinions on the consolidated financial statements and the management report.

#### Other information

The legal representatives are responsible for the other information. The other information includes the corporate governance statement pursuant to Section 289f (4) HGB (disclosures on gender quotas).

Our audit opinions on the annual financial statements and on the management report do not extend to the other information and, accordingly, we express neither an audit opinion nor make any other form of audit finding regarding the other information.

In connection with our audit, we are required to read the other information and consider whether the other information

<sup>1)</sup> The auditor's reports relate to the complete annual and consolidated financial statements.

- is materially inconsistent with the annual financial statements, the parts of the management report audited for content, or the auditor's knowledge obtained in the audit, or
- otherwise may indicate material misstatement.

### **Responsibility of the legal representatives and of the Supervisory Board for the consolidated financial statements and management report**

The legal representatives are responsible for the preparation of the consolidated financial statements, which are consistent with the provisions of the German Commercial Code in all material respects, and for ensuring that the consolidated financial statements, in compliance with German generally accepted principles of accounting, present a true and fair view of the asset, financial and result situation of the Group. In addition, the legal representatives are responsible for such internal controls as they determine are necessary in compliance with German generally accepted principles of accounting to enable the preparation of consolidated financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the consolidated financial statements, the legal representatives are responsible for assessing the Group's ability to continue as a going concern. They also have the responsibility for disclosing, as applicable, matters related to going concern. In addition, they are responsible for financial reporting based on the going concern basis of accounting unless precluded by actual or legal circumstances.

Furthermore, the legal representatives are responsible for the preparation of the management report that, as a whole, provides an accurate view of the Group's position and is, in all material respects, consistent with the consolidated financial statements, complies with German legal requirements, and accurately presents the opportunities and risks of future development. In addition, the legal representatives are responsible for such arrangements and measures (systems) as they have considered necessary to enable the preparation of a management report that is in accordance with the applicable German legal requirements, and to be able to provide sufficient appropriate evidence for the assertions in the management report.

The Supervisory Board is responsible for overseeing the Group's financial reporting process for the preparation of the consolidated financial statements and of the management report.

### **Auditor's responsibility for the audit of the consolidated financial statements and of the management report**

Our objective is to obtain reasonable assurance about whether the consolidated financial statements as a whole are free from material management — whether due to fraud or error — and whether the management report as a whole provides an accurate view of the Group's position and, in all material respects, is consistent with the consolidated financial statements and the knowledge obtained in the audit, complies with the German legal requirements, and accurately presents the opportunities and risks of future development, as well as to issue an auditor's report that includes our opinions on the consolidated financial statements and on the management report.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Section 317 HGB and in compliance with generally accepted standards for the audit of financial statements promulgated by the Institute of Public Auditors in Germany (Institut der Wirtschaftsprüfer (IDW)) will always detect a material misstatement. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these consolidated financial statements and this management report.

We exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatements of the consolidated financial statements and the management report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinions. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of the internal control system relevant to the audit of the consolidated financial statements and of arrangements and measures relevant to the audit of the management report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of these systems.
- Evaluate the appropriateness of accounting policies used by the legal representatives and the reasonableness of estimates made by the legal representatives and related disclosures.
- Conclude on the appropriateness of the legal representatives' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Group's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in the auditor's report to the related disclosures in the consolidated financial statements and in the management report or, if such disclosures are inadequate, to modify our respective opinions. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Group to cease to be able to continue as a going concern.
- Evaluate the overall presentation, structure and content of the consolidated financial statements, including the disclosures, and whether the consolidated financial statements present the underlying transactions and events in a manner that the consolidated financial statements give a true and fair view of the asset, financial and result situation of the Group in compliance with German generally accepted principles of accounting.
- Obtain sufficient appropriate audit evidence regarding the financial information of the companies or business activities within the Group to express opinions on the consolidated financial statements and on the management report. We are responsible for the direction, supervision and performance of the Group audit. We are solely responsible for our opinions.
- Evaluate the consistency of the management report with the consolidated financial statements, its conformity with the law, and the view of the Group's position it provides.
- Perform audit procedures on the prospective information presented by management in the management report. On the basis of sufficient appropriate audit evidence, we evaluate, in particular, the significant assumptions used by the legal representatives as a basis for the prospective information, and evaluate the proper derivation of the prospective information from these assumptions. We do not express a separate opinion on the prospective information and on the assumptions used as a basis. There is a substantial unavoidable risk that future events will differ materially from the prospective information.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Nuremberg, 18 May 2020

Rödl & Partner GmbH  
Wirtschaftsprüfungsgesellschaft  
Steuerberatungsgesellschaft

Grässle  
Auditor

Hahn  
Auditor

## NürnbergMesse GmbH

### INDEPENDENT AUDITOR'S REPORT

To NürnbergMesse GmbH, Nuremberg

#### Audit opinions

We have audited the annual financial statements of NürnbergMesse GmbH, Nuremberg, – comprising the balance sheet as at 31 December 2019, the income statement for the fiscal year from 1 January to 31 December 2019 and the notes to the financial statements, including the presentation of the accounting policies. We also audited the combined management report and Group management report (hereinafter: "management report") of NürnbergMesse GmbH, Nuremberg, for the fiscal year from 1 January to 31 December 2019. We did not audit the content of the corporate governance statement pursuant to Section 289f (4) HGB (disclosures on gender quotas) in accordance with the provisions of German law.

In our opinion, based on the findings of our audit,

- the accompanying annual financial statements comply, in all material respects, with the provisions of the German Commercial Code applicable to corporations and, in compliance with the German principles of proper accounting, give a true and fair view of the net assets and financial position of the Company as at 31 December 2019, as well as its results of operations for the fiscal year from 1 January to 31 December 2019, and
- the accompanying management report provides an accurate picture of the Company's position. In all material respects, this management report is consistent with the annual financial statements, complies with German law, and accurately presents the opportunities and risks of future development. Our audit opinion on the management report does not extend to the content of the aforementioned corporate governance statement.

In accordance with Section 322 (3) sentence 1 HGB, we declare that our audit has not led to any objections against the correctness of the annual financial statements and the management report.

#### Basis for the audit opinions

We conducted our audit of the annual financial statements and of the management report in accordance with Section 317 HGB and in compliance with generally accepted standards for the audit of financial statements promulgated by the Institute of Public Auditors in Germany (Institut der Wirtschaftsprüfer (IDW)). Our responsibility in accordance with these regulations and principles is further described in the section "Auditor's responsibility for the audit of the annual financial statements and the management report" of our auditor's report.

We are independent of the Company in accordance with German commercial and professional regulations and have fulfilled our other German professional duties in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and suitable for providing a basis for our audit opinions on the annual financial statements and the management report.

#### Other information

The legal representatives are responsible for the other information. The other information includes the corporate governance statement pursuant to Section 289f (4) HGB (disclosures on gender quotas).

Our audit opinions on the annual financial statements and on the management report do not extend to the other information and, accordingly, we neither express an audit opinion nor make any other form of audit finding regarding the other information.

In connection with our audit, we are required to read the other information and consider whether the other information

- is materially inconsistent with the annual financial statements, the parts of the management report audited for content, or the auditor's knowledge obtained in the audit, or
- otherwise may indicate material misstatement.

### **Responsibility of the legal representatives and of the Supervisory Board for the annual financial statements and management report**

The legal representatives are responsible for the preparation of the annual financial statements, which are consistent with the provisions of the German Commercial Code applicable to corporations in all material respects, and for ensuring that the annual financial statements, in compliance with German generally accepted principles of accounting, present a true and fair view of the asset, financial and result situation of the Group. In addition, the legal representatives are responsible for such internal controls as they determine are necessary in compliance with German generally accepted principles of accounting to enable the preparation of annual financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the annual financial statements, the legal representatives are responsible for assessing the Company's ability to continue as a going concern. They also have the responsibility for disclosing, as applicable, matters related to going concern. In addition, they are responsible for financial reporting based on the going concern basis of accounting unless precluded by actual or legal circumstances.

Furthermore, the legal representatives are responsible for the preparation of the management report that, as a whole, provides an accurate view of the Company's position and is, in all material respects, consistent with the annual financial statements, complies with German legal requirements, and accurately presents the opportunities and risks of future development. In addition, the legal representatives are responsible for such arrangements and measures (systems) as they have considered necessary to enable the preparation of a management report that is in accordance with the applicable German legal requirements, and to be able to provide sufficient appropriate evidence for the assertions in the management report.

The Supervisory Board is responsible for overseeing the Company's financial reporting process for the preparation of the annual financial statements and of the management report.

### **Auditor's responsibility for the audit of the annual financial statements and of the management report**

Our objective is to obtain reasonable assurance about whether the annual financial statements as a whole are free from material misstatement – whether due to fraud or error – and whether the management report as a whole provides an accurate view of the Group's position and, in all material respects, is consistent with the annual financial statements and the knowledge obtained in the audit, complies with the German legal requirements and accurately presents the opportunities and risks of future development, as well as to issue an auditor's report that includes our opinions on the annual financial statements and on the management report.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Section 317 HGB and in compliance with generally accepted standards for the audit of financial statements promulgated by the Institute of Public Auditors in Germany (Institut der Wirtschaftsprüfer (IDW)) will always detect a material misstatement. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these annual financial statements and this management report.

We exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatements of the annual financial statements and the management report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinions. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of the internal control system relevant to the audit of the annual financial statements and of arrangements and measures relevant to the audit of the management report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's systems.
- Evaluate the appropriateness of accounting policies used by the legal representatives and the reasonableness of estimates made by the legal representatives and related disclosures.
- Conclude on the appropriateness of the legal representatives' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in the auditor's report to the related disclosures in the annual financial statements and in the management report or, if such disclosures are inadequate, to modify our respective opinions. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to be able to continue as a going concern.
- Evaluate the overall presentation, structure and content of the annual financial statements, including the disclosures, and whether the annual financial statements present the underlying transactions and events in a manner that the annual financial statements give a true and fair view of the asset, financial and result situation of the Company in compliance with German generally accepted principles of accounting.
- Evaluate the consistency of the management report with the annual financial statements, its conformity with the law, and the view of the Company's position it provides.
- Perform audit procedures on the prospective information presented by management in the management report. On the basis of sufficient appropriate audit evidence, we evaluate, in particular, the significant assumptions used by the legal representatives as a basis for the prospective information, and evaluate the proper derivation of the prospective information from these assumptions. We do not express a separate opinion on the prospective information and on the assumptions used as a basis. There is a substantial unavoidable risk that future events will differ materially from the prospective information.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in the internal control system that we identify during our audit.

Nuremberg, 18 May 2020

Rödl & Partner GmbH  
Wirtschaftsprüfungsgesellschaft  
Steuerberatungsgesellschaft

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