

## Il Gruppo NürnbergMesse investe nella propria crescita

Per mantenere la propria posizione, le sedi congressuali tedesche continuano a investire nelle loro strutture. Il Gruppo NürnbergMesse negli ultimi due anni, ad esempio, ha investito quasi 50 milioni di euro nell'ampliamento del proprio centro congressi. Il nuovo ingresso *Bereich Mitte* offre servizi di prim'ordine che includono numerose postazioni per soddisfare la richiesta nei momenti di maggiore afflusso. L'aggiunta di aree catering e guardaroba offrono oggi ulteriori comodità ai visitatori.

Le location sono un altro vantaggio competitivo delle sedi congressuali tedesche. Le città offrono molte interessanti opportunità di svago. Norimberga ha un ricco programma culturale che, abbinato alla sua meravigliosa architettura medioevale, contribuisce ad aumentare il fascino della città. Il mix di vecchie tradizioni e di vita frenetica che caratterizza Norimberga, oltre alla mentalità aperta dei cittadini rendono l'atmosfera particolarmente gradevole. Non esiste luogo migliore per abbinare business e divertimento. ■

**NürnbergMesse** è tra le prime 20 aziende fieristiche al mondo e tra le prime 10 in Europa. Il suo portfolio include 120 fiere e congressi internazionali. Ogni anno 24.500 espositori (33% esteri), 785.000 visitatori professionali (17% esteri) e 305.000 consumatori partecipano ai suoi eventi, a quelli dei partner e a quelli ospitati. Il Gruppo NürnbergMesse è presente in Cina, Nord America, Brasile e Italia.

*NürnbergMesse is one of the 20 largest exhibition companies in the world and among the Top Ten in Europe. The portfolio covers 120 international exhibitions and congresses. Every year, 24,500 exhibitors (33% from abroad), 785,000 trade visitors (17% from abroad) and 305,000 consumers participate in the own, partner and guest events of the NürnbergMesse Group, which is present with subsidiaries in China, North America, Brazil and Italy.*

## GERMANY. THE CONGRESS INDUSTRY UNDERWENT CRITICAL CHANGES

# Good Prospects for Nürnberg as a Congressing Destination

*Market leaders such as the US and Germany have to share their customers with up-and-coming organizers from Asia, South America or Eastern Europe. However, differences in quality, location and services remain, helping Germany to maintain its position*

**S**ome years ago people started asking for more congresses combined with trade shows. The idea is a development which has been taking place over a long period of time – first in the USA, later in Europe. Trade shows are excellent opportunities for congresses to run in parallel. They benefit from the trade show organisers' expertise and experience, good traffic links to trade show venues and the variety of adjacent hotels. Trade fairs and congresses form synergies and create knowledge transfer from which both sides benefit. For example, new trends typically emerge at congresses before they reach the exhibition booths.

As the exchange between European associations and institutions grows, national congresses increasingly attract a pan-European and international crowd. Scientists as well as the industry have recognized that, in taking part in a conference, they will attract a large trade

audience which can take up their ideas and help them to develop them further. Just as globalization spread over the past decade, congresses opened to the international world. But while continents differ in their development, topics focussing solely on one continent will remain.

NürnbergMesse Group is adapting to these new trends. Virtually all trade fairs are being held in tandem with a congress. At BioFach alone, more than 8000 trade visitors took part in the conference program in 2010, and Powtech is now accompanied by the World Congress on Particle Technology. Both congresses enjoyed great popularity from all over the world.

### Emerging countries to develop business

Emerging countries like China, India or Brazil equally discovered congresses as a source of income and have been following the trail, organizing international congresses in hotels, fair grounds or universities. These congresses are in compe- ▶

