

NürnbergMesse Brasil celebrates 15 years of success

- **Founded 15 years ago, the NürnbergMesse Group subsidiary is now one of the top three organisers of exhibitions, congresses and events in Brazil**
- **Growth accelerated through development of new events and acquisitions in the coming years**
- **New partnership with the trade and investment organization ApexBrasil to promote the participation of Brazilian companies in international trade fairs**

Nuremberg/São Paulo, 7 November 2024 - NürnbergMesse Brasil, a subsidiary of NürnbergMesse Group, is celebrating its 15th anniversary in São Paulo. With a strong portfolio of 15 exhibitions, it attracted around 170,000 visitors in the 2024 exhibition year - more than twice as many as in 2019! This makes the company one of the top three organisers of trade fairs, congresses and corporate events in Brazil.

The company intends to continue this impressive success story over the next ten years by expanding its product portfolio through in-house developments and acquisitions. At the end of October, NürnbergMesse Brasil announced 'Construlev Expo', a new trade fair for the construction sector, which will be organised in cooperation with the Association for Lightweight and Sustainable Construction (ABCLS). This means that the South American subsidiary of NürnbergMesse Group is now active in 28 different sectors, thus contributing to the further development of the Brazilian industry and strengthening Brazil as a business location overall.

'We congratulate our Brazilian colleagues on their impressive 15-year success story. Since our subsidiary NürnbergMesse Brasil was founded in 2009, we have continuously invested there and have grown significantly not only nationally but also internationally. In addition to leading trade fairs for the Brazilian market, we are now very successfully organising roadshows for our events in other Latin American countries, thereby also increasing the brand awareness of the NürnbergMesse Group,' says Peter Ottmann, CEO of NürnbergMesse Group.

'Our success lies in the careful selection of the segments in which we operate. All our exhibitions are focussed on markets that are important for Brazil's gross domestic product,' adds João Paulo Picolo, Managing Director of NürnbergMesse Brasil: 'They strengthen our industry and promote new business opportunities. That's why we have record attendance year after year and attract brands that want to present themselves at our events.'

Most important trade fairs

NürnbergMesse Brasil organises trade fairs in areas such as pharmaceuticals, cosmetics, construction, paint, glass, veterinary medicine and pets. Revenues from PET South America alone, the most important meeting of the pet industry in Latin America, have doubled in the last five years.

Another important sector is the footwear industry. Following the successful launch of the Brazilian Footwear Show in 2023, NürnbergMesse Brasil sees great potential here: 'The footwear industry is a very strong sector of the Brazilian economy. The two trade fairs that we organise annually in collaboration with the Brazilian footwear industry association Abicalçados have already established themselves as leading events in Brazil after just two events. We have

the biggest industry players among our exhibitors, which emphasises the importance of the event for the economy and further increases future growth opportunities,' adds Picolo.

Partnership with ApexBrasil

In their anniversary year, NürnbergMesse Group and NürnbergMesse Brasil are seeking a partnership with the trade and investment organization ApexBrasil to make it easier for Brazilian companies to participate in the international exhibitions organised by the Group. The joint initiative, which is due to start at the beginning of 2025, will be implemented via the ApexBrasil +Feiras programme. As part of a five-year agreement, companies wishing to exhibit abroad will receive a subsidy from ApexBrasil for their exhibition stand in order to promote their products and services internationally.

About the NürnbergMesse Group

The NürnbergMesse Group was entered in the commercial register on 5 April 1974 as Nürnberger Messe- und Ausstellungsgesellschaft mbH (NMA), and is now one of the 15 largest exhibition companies worldwide. The Group employs more than 1000 people at eleven locations in Germany, Brazil, China, India, Italy, Greece, Austria and the USA. It also has a network of international representatives in more than 100 countries. Its portfolio comprises some 100 national and international exhibitions and conferences held in person and as digital events, focusing on five general fields: Retail & Consumer Goods, Building & Construction, Process Technology, Electronics & Security, and Social & Public. The company has also been incorporating more and more aspects of sustainability into its trade fair concepts. Its events secure more than 12,000 jobs and generate billions of euros each year in purchasing power and tax revenue, making NürnbergMesse a major economic engine for the Nuremberg metropolitan region and Germany as a whole. As an employer and organizer of major events, NürnbergMesse assumes responsibility for people and the environment. It shapes its corporate actions in accordance with the 17 UN Sustainable Development Goals (SDGs) with the aim of achieving climate neutrality by 2028.

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