

## NürnbergMesse acquires WEKA Fachmedien

- **WEKA Fachmedien will be contributing its all-inclusive media skills, and will support the further development of hybrid models for events and content with a broad portfolio of print and online capabilities, as well as trade conferences**
- **NürnbergMesse has been working for more than 20 years with this well-known trade media expert to hold the industry-leading embedded world trade fair; this successful ecosystem will be preserved and expanded further**

**Nuremberg, 12 December 2024 – Effective 1 January 2025, the NürnbergMesse Group will be acquiring WEKA Fachmedien GmbH, a leading provider of trade publications and digital platforms and events in electronics, automation, and information and communications technology (ICT). For more than 20 years, WEKA Fachmedien and NürnbergMesse have been very successfully organising embedded world, the world's leading trade fair for embedded electronics systems. Following the sale of WEKA Fachmedien by its previous owner Paragon, NürnbergMesse will be able to keep this successful ecosystem together and expand it further to address future opportunities.**

**Said NürnbergMesse Group CEO Peter Ottmann: “Our acquisition of WEKA Fachmedien not only ensures that embedded world will remain in Nuremberg for the long run, but will also make our business model more resilient while consolidating our market position as one of the world's leading exhibition companies. We will be intermeshing our trade fair and media business even more closely together, so we can continue to offer our customers relevant added value as we keep growing into the future. We're looking forward to working with the team from such a creative, successful media company.” Added Matthäus Hose, Managing Director of WEKA Fachmedien GmbH, “We've been working together in a close relationship of trust for years. All the more reason why we're happy we're becoming part of one of the most innovative exhibition companies. We'll be contributing our high-reach trade media, digital communities, and the expertise of an established conference organiser to the new partnership. We'll aim for and achieve even greater success together.”**

Besides acting as an organiser of trade fairs and conferences, WEKA Fachmedien can also boast comprehensive know-how and a broad portfolio of trade media in electronics. Its publications like “Markt&Technik”, “Elektronik”, “Elektronik automotive” and “Elektronik medical” serve a diverse target audience – whether developers, purchasing officers, or management. This range is supplemented by the overarching online platform elektroniknet.de, whose 24/7 news service and articles about the trade are a central source of information for decision-makers in the industry. WEKA Fachmedien also organises national and international B2B conferences, trade conventions, forums and in-depth seminars on topics in professional electronics and ICT.

WEKA Fachmedien's combination of print and digital services, high-reach media presence, and broad network make it an indispensable partner for the electronics industry. For NürnbergMesse, integrating WEKA Fachmedien not only strengthens its own market position, but opens up chances for further development in hybrid models for events and content. By combining in-person events with digital options, NürnbergMesse is setting new

standards that are also transferable to other events in its portfolio. Here it will also be drawing on the example of the NürnbergMesse Group's Greek subsidiary, Forum S.A., a former pure-play publishing house that expanded successfully into the trade fair business.

The embedded world Exhibition, held in Nuremberg since 2003, is the ultimate meeting place for the embedded community from all over the world. Together with the embedded world Conference and the electronic displays Conference, it forms a platform where leading technology providers can network with developers and decision-makers. At a market volume of EUR 240 billion in 2024 and an annual growth rate of more than six percent, this is an industry with immense potential. The embedded sector is a key field with applications in the automotive, electronics, machine construction, and aerospace industries, among many others. Embedded systems, which comprise both hardware and software, perform control and instrumentation functions in products like driver assist systems, CNC controls, and smart home appliances. The embedded world family has also included outposts in China and the USA since 2023 and 2024.

WEKA Fachmedien GmbH, with some 40 employees, is one of Germany's most innovative trade media companies. It is a division of the WEKA Group and is headquartered in the Munich suburb of Haar.

#### **About the NürnbergMesse Group**

The NürnbergMesse Group was entered in the commercial register on 5 April 1974 as Nürnberger Messe- und Ausstellungsgesellschaft mbH (NMA), and is now one of the 15 largest exhibition companies worldwide. The Group employs more than 1000 people at eleven locations in Germany, Brazil, China, India, Italy, Greece, Austria and the USA. It also has a network of international representatives in more than 100 countries. Its portfolio comprises some 120 national and international exhibitions and conferences held in person and as digital events, focusing on five general fields: Retail & Consumer Goods, Building & Construction, Process Technology, Electronics & Security, and Social & Public. The company has also been incorporating more and more aspects of sustainability into its trade fair concepts. Its events secure more than 12,000 jobs and generate billions of euros each year in purchasing power and tax revenue, making NürnbergMesse a major economic engine for the Nuremberg metropolitan region and Germany as a whole. As an employer and organizer of major events, NürnbergMesse assumes responsibility for people and the environment. It shapes its corporate actions in accordance with the 17 UN Sustainable Development Goals (SDGs) with the aim of achieving climate neutrality by 2028.

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