

NÜRNBERG MESSE



MANAGING KNOWLEDGE

ANNUAL REPORT 2020



Portrait

The NürnbergMesse Group hosts the world's important trade fairs and conferences in their respective industries. To ensure that the company can continue providing its clients and partners with the platforms they so urgently need for industry dialogue and knowledge transfers, the Group has been developing digital and hybrid formats to supplement its in-person events. And in spite of the COVID-19 pandemic, these new approaches have proved to be successful. Using digital formats, the Group attracted more than 17,000 registered attendees in the second half of 2020 alone. Its more than 1,000 employees continue to advance the transformation of the trade fair industry at 11 locations all over the world.

KNOWLEDGE

— 02 EDITORIAL

- 04 NEW SPACE FOR DEVELOPMENT
- 08 MAKING CONNECTIONS GLOBALLY
- 14 PROMOTING THE FUTURE
- 18 APPLICATIONS FOR SOCIETY
- 20 LEARNING TOGETHER

— 22 REPORT 2020

- 22 MY TRADE FAIR
- 24 2020 MILESTONES
- 26 THE 2020 FISCAL YEAR: FACTS AND FIGURES
- 32 FINANCIAL REPORTING AT A GLANCE

**Organising knowledge transfers
to ensure that innovation keeps
growing – and for NürnbergMesse
that means:**

MANAGING KNOWLEDGE

NÜRNBERG MESSE



Peter Ottmann



Dr. Roland Fleck

EDITORIAL

**Esteemed Exhibitors
and Visitors,
Clients and Partners,
Ladies and Gentlemen:**

The COVID-19 pandemic – with the associated cancellations and postponements of trade fairs and conferences – confronted the NürnbergMesse Group with unprecedented challenges in 2020. To guide the company through the crisis as successfully as possible, we speedily adopted plans for savings that cut our costs across the board. With heavy hearts, we postponed investments we had long been planning at our exhibition venue, along with the associated major developmental steps for NürnbergMesse.

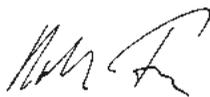
A key factor in our crisis management was the social insurance programme of subsidised shortened work schedules for our staff, known as *Kurzarbeit*, which we introduced as early as the spring of 2020. This was the first time in our history that we employed this option, and we were also the first German exhibition company to do so. With the broad support of our team, who made an invaluable and enterprising contribution towards NürnbergMesse's future, this programme proved to be an extremely effective safeguard during the crisis, and we want to warmly thank every member of the staff for their backing. Our commitment to reduce costs allowed us to conclude fiscal 2020, the year of the pandemic, with a result far better than might have been expected. Even though we had to cancel or postpone 65 of the 86 trade fairs around the world that we had planned for 2020, the NürnbergMesse Group still generated sales of EUR 110.3 million, rather than the projected EUR 350 million.

We can attribute the fact that we managed the crisis so well thus far to the constructive collaboration between management and the works council; to broad mutual support from teams and operating units; and to the strong cohesion of the #NMfamily on a strong foundation of well-established corporate values. Partnership – not just amongst all levels of the company but also in communications with our clients and partners – has been a mainspring of our dynamic corporate growth throughout our long and successful history. Now these partnerships have also proved to be a major anchor ensuring our stability in the industry's stormy, crisis-pervaded present.

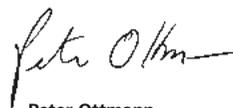
But 2020 was not just a year of crisis for our company; it was also a year of learning. We have acquired three key lessons from the developments of the past year. First, people want to maintain a dialogue, so trade fairs will always be with us. Second, trade fairs will be different in the post-COVID era from the way they were before. And finally, future trade fairs will be neither analogue nor digital but rather a hybrid of both. That realisation has triggered the creation of numerous new digital platforms and events over the past year. And all of them have helped guarantee that NürnbergMesse will stay true to its responsibility as a growth engine for the economy (new ifo Study, pp. 26-27) and will continue "creating experiences, connecting people, and managing knowledge."

Our Annual Report 2020 is named for the third ingredient in our formula that defines the future: "Managing Knowledge." It highlights a key service that trade fairs provide. In keeping with our new event concepts, for the first time we are releasing this Annual Report in hybrid form – with inspiring stories in the printed magazine and our key financial performance indicators in the "smart" digital version. [Go to the 2020 fiscal year](#)

With warm regards,



Dr Roland Fleck
CEO, NürnbergMesse Group



Peter Ottmann
CEO, NürnbergMesse Group

ON-SITE PLUS ONLINE



THE TRADE FAIR'S FUTURE

2020: The future of trade fairs has already begun to arrive, because we have transformed the ways that we offer our trade fairs and other events. New digital platforms and events that we are developing on our own and with partners provide even more options for dialogue and knowledge transfers – face to face, digitally, and as a hybrid of both.

it-sa 365 A whole year in dialogue

A fast pace of innovation, a vast range of knowledge transfers.

Meeting once a year is no longer enough for the international IT security experts who gather annually for it-sa. Now NürnbergMesse has created a new digital industry platform – “it-sa 365” – that is the ideal forum for exchanging information about innovations all year round, in every time zone. The figures for the trade fair proper in October were very respectable: about 2,900 participants, more than 100,000 chat messages sent, 1,200 video calls and many live sessions. All of which has whetted the industry’s appetite for more. it-sa 365 now provides news and highlights for the IT security industry all year.



it-sa 365 went online in parallel with the trade fair; it's the new platform for knowledge transfers in the field of IT security.

Live on stage

When trade fair planners and event salespeople swap their office desks for a studio, pull on a T-shirt, and communicate with exhibitors via a headset, the transformation into a “digital action manager” is complete. Our employees went through a digital transformation of their own in the summer of 2020, and they learned a lot of new tricks.



Suddenly, a Start-up

**Interview with
Dr Martin Kassubek,**
Vice President Corporate &
Digital Development (CDD)

> NürnbergMesse had to reinvent itself last year. How did that go?

We had to step back from our successful business model overnight – at least, for the time being. We had been working for quite a while on how to combine in-person meetings at trade fairs with a digital environment – and then suddenly the doors to the exhibition halls were slammed shut! We needed to adapt to the situation fast and find viable solutions, including for the post-COVID era.

> How do you translate a trade fair into a digital format?

We were not interested in simply creating substitutes by replacing the real trade fair experience with an online version. But I am certain that there are digital responses to all the things a trade fair does: knowledge exchanges, product presentations, networking. That is why we are taking a hybrid approach and generating real value

added for our clients by combining “on-site” and “online.”

> How prepared was NürnbergMesse for this transition?

Even before the pandemic, we had made some important basic choices. We had developed expertise in a new division of the company (CDD), and we have been pursuing a well-defined strategy. So COVID-19 served as something of a digitalisation turbo! CDD has all the core competencies. And we were able to build on that and collaborate to develop solutions with our trade fair teams to build a digital bridge to our clients.

> Does NürnbergMesse have the necessary digital expertise?

Absolutely. One thing the crisis definitely demonstrated is that we have real movers and shakers and real digital talents in-house! It took just days for an event manager to become a “digital action manager.” If we are going to overcome the new challenges we face, we have to understand them ourselves. And we need to keep expanding that expertise as needed, dig deeper, and incorporate it into our company’s DNA.

> How did you develop the new concepts?

Our big advantage is our partnership with our clients. We began right away to care fully coordinate the product development process with them – and then we found some real idea powerhouses on the client side! We built our new concepts to meet their requirements for digital solutions, which resulted in a wide range of digital events and dialogue platforms like “it-sa 365.”



Dialogue

More important than ever

A virtual premiere:

MedtecLIVE

30 June – 2 July 2020

MedtecLIVE, NürnbergMesse's first entirely virtual live event, was in conjunction with the MedTech Summit Congress & Partnering at the end of June 2020. The medtech industry gave an enthusiastic welcome to the new concept as a long-desired option for networking and knowledge exchange.



One-to-one video calls and a smart matchmaking system support knowledge exchanges.

»It's amazing how quickly and successfully the switch to a virtual platform worked out!«

Dr Dominik Pfüringer,
Presenter at MedTech Summit

IN FIGURES

153 EXHIBITORS	54 FIRST-TIME EXHIBITORS
160 PRESENTERS	42,000 CHAT MESSAGES

Digital exchange:

BrauBeviale Special Edition meets myBeviale.com

10 November – 12 November 2020

Over 3,000 professionals from the international beverage industry gathered for the BrauBeviale 2020 Special Edition on the new myBeviale.com online platform. And ever since, the platform has offered beverage professionals and industry insiders a way to network, share ideas, and exchange information throughout the entire year.



BrauBeviale2020 Special Edition

myBeviale.com is all about community: Industry professionals can network at no charge, find answers to their questions, and swap ideas.

»We're fans of the virtual format – and we're grateful to have a regular meeting place.«

Stephan Barth,
Managing Director, BarthHaas

IN FIGURES

770 PRODUCTS	>3,000 PARTICIPANTS
>30 COUNTRIES	140 INDIVIDUAL PRESENTATIONS

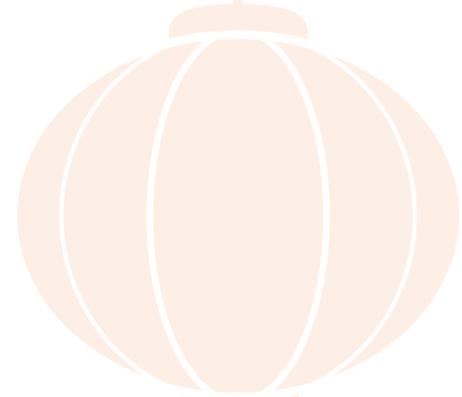


RE STA RT

China was the first country in the world to feel the impact of the COVID-19 pandemic. After long months of lock-down, the country reopened under careful controls in the summer of 2020 and applied sophisticated hygiene concepts. And the economy has been booming ever since – supported by a reinvigorated trade fair industry. →

China is holding trade fairs and conferences again. They are lending essential momentum to getting the economy moving again after the pandemic.

Today the restart of the exhibition business in China is old news. The cities of the People's Republic were already developing hygiene and safety concepts and helping the country get a handle on the pandemic while the lockdown was still in effect in the spring of 2020. By summer, **BIOFACH CHINA**, **NATURAL EXPO CHINA**, **CRAFT BEER CHINA**, and the **PAK-iD** conference were able to open as planned on their rescheduled dates.



Factors for a successful restart:

A NEW WORK WORLD

When the pandemic broke out, NürnbergMesse China relocated its operations to its employees' home offices. Within a very short time, the team headed by Managing Director Darren Guo was ready to go and began closely coordinating with clients. That was an immense leap ahead!

READY TO SERVE LOCAL INDUSTRIES

Discussions with exhibitors and visitors quickly made it clear that these companies needed their on-site trade fairs in Shanghai. The staff worked with industry associations to reschedule and publish new dates for the events to ensure reliable planning. The concepts for in-person events were retained, and they surged into action as soon as the infection figures allowed.

HYGIENE RULES AND CONTACT TRACING

Tracing with digital tools proved to be an effective barrier to the virus's spread in China. Broad public acceptance of masks and distancing are also factors that helped pave the way for an early restart of the exhibition business.

MAKING CONNECTIONS GLOBALLY



↑ Hygiene rules and reliable tracing provided the foundation for safely restarting trade fairs in China.

↓ Sharing innovations and developments amongst industries.



↑ Flavour, aroma, enjoyment. Taste tests are an indispensable feature of BIOFACH CHINA.

↓ The Chinese economy is regaining momentum, and trade fairs are helping drive the revival.



↑ CHINA DIECASTING: Talking with the experts in person.

↓ Sharing experiences and learning from the crisis at conferences.



KEEPING IT TOGETHER

CRAFT BEER
CHINA 2020
Conference & Exhibition

IN FIGURES

7,000 VISITORS	70% VISITORS ¹⁾	120 EXHIBITORS	8,500 m² EXHIBITION SPACE
--------------------------	--------------------------------------	--------------------------	--

¹⁾ Compared with the previous fair in 2019.

»CBCE 2020 is 'hard-won' and unforgettable. It is very good to be here to learn and communicate with predecessors and experts in this industry.«

Julia Li, Marketing Manager of Haidilao Beer Project

The Chinese craft beer community turned out in impressive numbers for CBCE 2020. After months of lockdown, the event finally took place on its postponed date, and it outdid all expectations. Brewmasters and other experts were eager to share their experiences from the crisis and introduce their new business models.

People pull together in a crisis – and that was abundantly evident at the Craft Beer China Conference & Exhibition when it opened after a postponement. Craft beer experts from about 120 companies had lots to talk about. After all, their sector's biggest sales market is the restaurant business, which was amongst the industries hardest hit by the pandemic's repercussions.

In keeping with the theme "Start of a New Craft Beer Journey," the founders of well-known breweries discussed their strategies for dealing with the crisis and explained how new sales channels work – with rapt attention from an industry audience of around 7,000 participants. Attendance at the restart was about 70 percent of the figure from the previous fair in 2019.



»CBCE is the first exhibition after the outbreak. However, for the third consecutive year we have witnessed the rapid growth of craft beer culture.«

Ma Liming, CEO of Wild Goose/Centron (Shanghai) Electronics Technology Ltd.

Organic in the Middle East

Managing water shortages and drought is one of the great challenges humanity faces. The countries of North Africa and the Middle East are especially hard-hit, and they are looking for solutions – and they're the focus of the new offshoot of the world's leading trade fair for organic food. Just like the other six events in the BIOFACH world, beginning in the fall of 2021 BIOFACH SAUDI ARABIA will be addressing the urgent concerns of its target market. In Riyadh, the central hub for North Africa and the Middle East, the fair intends not only to put producers in touch with each other but also to spread the news about innovations for resource-conscious food farming and to seek a dialogue with policymaker and industry organisations.

www.biofachworld.com

BIOFACH SAUDI
into organic ARABIA

29 NOVEMBER –
1 DECEMBER 2021,
RIYADH, SAUDI ARABIA



HYDRO GEN

THE MEGATREND



Talk About Hydrogen



Research is advancing at high speed, the business world is recognising the opportunities, and governments are generating the requisite tailwind. The new HYDROGEN DIALOGUE has arrived at just the right time. Experts from business, science, and government (in the photo: Nuremberg Lord Mayor Marcus König) discussed expectations and obstacles and what it will take to turn hydrogen from a hopeful candidate into a guarantor of a successful climate turnaround.





The place to be

The first hydrogen buses have been cruising the streets for quite a while now. Hydrogen-powered trains are in the testing phase. The initial concepts for hydrogen-powered airplanes have been introduced. In the future, entire city districts could be heated with hydrogen, which will help launch the climate turnaround. How to transport large quantities of hydrogen from producers to consumers, and how to use hydrogen as an important energy storage medium are complex topics of their own.

“The crucial factor will be how these activities interact at all levels,” says Prof. Veronika Grimm, a member of the German Council of Economic Experts and the National Hydrogen Council. She is referring not just to production, transportation, and use but also to science, business, and government. Experts from every step in the value chain gathered for the first HYDROGEN DIALOGUE 2020. The new platform was kicked off digitally because of COVID and was organised by NürnbergMesse – since 2019 a partner in the Bavarian Hydrogen Alliance coordinated by the Bavarian Hydrogen Centre, Zentrum Wasserstoff.Bayern (H2.B). H2.B, the event’s honorary sponsor, is bringing together key H2 actors from Bavaria – many of them from the Nuremberg Metropolitan Region – to accelerate the launch of the hydrogen economy.



»If we really want this, we need to set our course properly right now, and we’ll need markets where we can establish attractive business cases all along the value chain.«

Prof. Dr Veronika Grimm,
Chair of H2.B and member of the National Hydrogen Council

RELEVANT TO:

**Experts and decision makers
in business, science,
and government**



»This event has a remarkable concentration of competencies.«

Klaus Rosenfeld, CEO Schaeffler AG

The hydrogen community welcomed the first HYDROGEN DIALOGUE with great enthusiasm. Forty-five high-powered presenters – including Bavarian State Minister and honorary event patron Hubert Aiwanger, member of the German Council of Economic Experts Prof. Veronika Grimm, Schaeffler CEO Klaus Rosenfeld, and Nuremberg Lord Mayor Marcus König – met in November 2020 for the first digital summit on hydrogen. Seven hundred international participants from business, science, and government exchanged ideas on the digital platform, and introduced unique prospects for the global energy transformation. At the same time, a networking app enabled attendees to communicate individually and make contact with exhibitors.



The second HYDROGEN DIALOGUE quickly followed in June 2021 – with even more digital features like Jump-in Discussions and virtual Round Tables.

THE PREMIERE IN FIGURES

700	45	30
PARTICIPANTS	PRESENTERS	PRESENTATIONS

Taking responsibility. Acting sustainably.

As an organiser of international trade fairs and conferences all over the world, and as one of the largest employers in the Nuremberg Metropolitan Region, NürnbergMesse bears a responsibility for its employees, exhibitors, and visitors – and of course for the environment as well.

From now on, in view of its responsibility for people and the environment, NürnbergMesse will be guided in its actions by the 17 internationally recognised Sustainable Development Goals of the United Nations. The company is already contributing today through a variety of projects to fulfilling these SDGs – from gender equality to an environmentally responsible treatment of energy to creating transparent structures.

THE UNITED NATIONS' 17 SUSTAINABLE DEVELOPMENT GOALS



Examples of our diverse projects



Equal opportunity for all

NürnbergMesse has set itself the goal of **increasing the percentage of women in management positions in the company in order to contribute to gender equality (SDG 5)**. Its Jump mentoring programme has been helping train women employees for management jobs since 2016. The programme has led to career opportunities for more than 60 percent of the participants, and the number of women in management has increased 66 percent since the programme began.



A hub for environmental innovation

NürnbergMesse's international trade fairs and conferences **encourage the spread of environmentally friendly technologies (SDG 9) around the globe**. One pioneer in the field of organic foods is the international trade show network for organic products of BIOFACH, the world's leading trade fair in its sector. Environmentally friendly packaging is the focus of FACHPACK, and the EVTec conference in Shanghai is all about emission-free electromobility.



A venue that breathes

In developing its exhibition centre, NürnbergMesse has put a **special emphasis on sustainability (SDG 11)**. For instance, the design, construction, and operation of the two newest halls, 3A and 3C, follow strict requirements for ecological, social, and economic aspects. The result: a Platinum Certificate from the German Sustainable Building Council (DGNB).



A matter of honour!

NürnbergMesse **actively requires its staff to stay strictly within the law and campaigns against corruption (SDG 16)**. Its principles of ethical conduct are spelled out in a Compliance Code. It regularly conducts anti-corruption trainings and tests – including at its international subsidiaries.

»Putting your studies to work under real conditions – I think that is a huge advantage! In projects with NürnbergMesse, I learned what really counts in practice.«

Lea Trottmann,
Student in Business and Advertising Psychology
at Campus M University



»Getting to know the new ways that talented people view things and sharing knowledge gained from practice – I see that as a clear win-win situation.«

Dr Matthias Merkel,
Head of M&A/International Business
Development, NürnbergMesse

GROWING TOGETHER



Sparking fresh ideas in a dialogue between knowledge and experience at an established exhibition company – that's NürnbergMesse's collaborative project with Campus M University.

Students and exhibition experts worked together on digital trade fair applications and concepts for digital platforms. One of those projects was headed by Dr Matthias Merkel from NürnbergMesse. He sees multiple advantages: "Exchanging ways of looking at things, sharing knowledge, and revealing career paths."

As a premium partner, NürnbergMesse also provides Campus M University with teaching staff in various specialties and offers internships at the company. For students, it is a valuable leg up into a career. And the practical connection will also benefit the new course of studies in Global Communication, where the exhibition company's international specialists will share the experience they have acquired at subsidiaries abroad.

Advantages at a glance:

- NürnbergMesse experts as lecturers at Campus M University
- Experience from international practice in the Global Communication major
- A bonus for the best: practical seminar at NürnbergMesse

Picking up momentum

GaLaBau is a real Nuremberg veteran. This leading international trade fair for planning, constructing, and maintaining urban, green, and open spaces as well as sports fields, golf courses, and playgrounds – a joint effort of the Bundesverband Garten-, Landschafts- und Sportplatzbau BGL (Federal Association of Horticulture, Landscaping and Sports Facilities) and NürnbergMesse – has been in operation since 1986. A venerable trade fair and a reliable partnership that has held firm even through hard times. This was impressively demonstrated by the BGL in 2020, when it renewed its partnership with NürnbergMesse until at least 2030. That was a strong signal sent in a challenging era and a true declaration of faith in trade fairs as an institution.



GaLaBau

gardening. landscaping.
greendesign.

14 SEPTEMBER –
17 SEPTEMBER 2022,
NUREMBERG



**STAY UP
TO DATE**
until the next
event with
#GaLaBauconnected

GaLaBau connected provides regular information about all the GaLaBau highlights and everything worth knowing in the green industry – whether it is at the Newsroom on the GaLaBau website, on social media channels, or conveniently via e-mail

www.galabau-messe.com/en

My trade fair



Exhibitors

»FORUM's trade shows are platforms for sharing the latest trends and developments, thereby making a substantial contribution to the development of the Greek hospitality industry.«

GIANNIS SPINOS

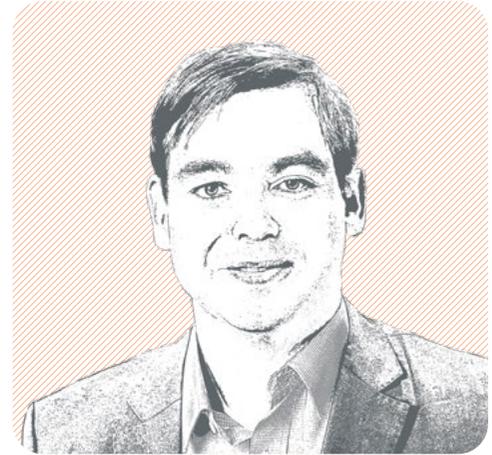
Managing Director
ELITE STROM



»We are a young company, and we made the most of Perimeter Protection to introduce ourselves to the industry and make successful contact with industry professionals.«

NURBANU OCAKTAN

Managing Director
A&Y Zauntechnik GmbH

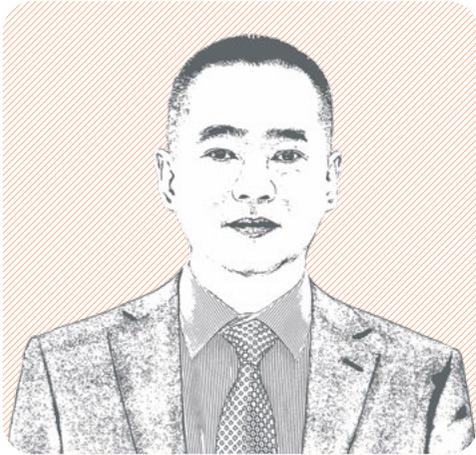


Partners

»The digital version of MedtecLIVE & SUMMIT was immensely important for innovations. It allowed us to share information in a time of limited contact and transform knowledge into ideas and solutions.«

DR JÖRG TRAUB

Managing Director
Forum MedTech Pharma e.V.



»Our ten-year partnership has developed into a well-established service platform for the international die-casting industry.«

HONGCHAO LIU

Secretary General
FICMES: Foundry Institution of the
Chinese Mechanical Engineering
Society



»Concerns from the team, legal rights and obligations, corporate strategy – to me, ‘managing knowledge’ means actively helping to shape our work world with trust, care, and foresight.«

ANKE MÜLLER

Member of the works council



»The constant exchange of know-how and best practices with colleagues in Milan and from all over the world leads to more efficiency and effectiveness at all levels!«

CHIARA ALBERTIN

Senior Project Manager,
NürnbergMesse Italia

2020 milestones



JANUARY – FEBRUARY

Pre-COVID uptrend

As 2020 began, there was no sign of the COVID crisis: quite the contrary. **BIOFACH and VIVANESS, EUROGUSS and Perimeter Protection**, all of which were held in person during the first quarter, showed a distinct uptrend. They recorded **more exhibitors (+15 per cent and more exhibitor booth space (+16 per cent)** than in previous runs.



MARCH – AUGUST

NürnbergMesse pushes ahead with its transformation

Within weeks, working on its own and with partners, NürnbergMesse developed platforms to stand in for its former in-person events. The first digital event was Medtec-LIVE, held at the end of June, which proved a success with **more than 3,000 registered participants from 62 countries**. Six more digital platforms followed in the second half of the year, registering a total of more than 17,000 participants by year's end.

> 17,000

REGISTERED PARTICIPANTS ON
DIGITAL PLATFORMS IN 2020



SEPTEMBER

Investing in the future

In spite of the COVID-19 crisis, NürnbergMesse continues to invest in its future. In September, 10 trainees and five university students began their careers in the exhibitions industry. They have great challenges ahead: They are starting out in the midst of the greatest process of transformation that the industry has ever undergone.



DECEMBER

Change at the top in Greece

Thanos Panagoulas became the new Managing Director at FORUM S.A. He succeeded Nikos Choudalakis, who founded the company in 1988 and built it into the market leader in Greece.

DECEMBER

Vaccination centre for Nuremberg

By making Hall 3C available as a vaccination centre for Nuremberg, NürnbergMesse made an important contribution to combating the COVID-19 pandemic. Before operations began, Federal Minister of Health Jens Spahn and Bavarian premier Dr Markus Söder inspected the preparations at the Exhibition Centre.

NOVEMBER

Recognition for CEOs

Both of the NürnbergMesse Group's CEOs have been elected to significant offices in the German and international trade fair industry. Dr Roland Fleck was elected to the board of the Global Association of the Exhibition Industry (UFI), and Peter Ottmann was appointed Deputy Chairman of the Association of the German Trade Fair Industry (AUMA).



DECEMBER

An affair of the heart

NürnbergMesse has acquired 100 per cent of its Service Partner Lehrieder. This will safeguard the Nuremberg-based subsidiary's continuing existence and reinforce its own range of services in event and trade fair catering.



Effectiveness

Far-reaching macroeconomic effects: A current study from the Ifo Institute for Economic Research portrays NürnbergMesse as an important economic engine for the Nuremberg Metropolitan Region, the state of Bavaria, and all of Germany.

According to the institute's calculations, during the pre-COVID years NürnbergMesse and its events generated purchasing-power effects of some EUR 1.93 billion annually for Germany, along with about 15,600 jobs and tax revenues of more than EUR 365 million.

Valuable results for both people and business – both of which the COVID-19 pandemic has severely impacted. Cancellations and postponements during the 2020 exhibition year cost Germany EUR 1.55 billion in buying power.

What trade fairs, conferences, and other events in Nuremberg generate for Germany every year:



> € 1.43 bn
DIRECT EXPENDITURES¹⁾



≈ € 1.93 bn
PURCHASING-POWER EFFECTS



> € 365 m
TAX REVENUES

¹⁾ Events at the Nuremberg Exhibition Centre generate direct expenditures totalling more than EUR 1.43 billion.



≈ € 390
EXPENDITURES PER
TRADE FAIR VISITOR



1.2 m
OVERNIGHT STAYS IN THE NUREMBERG
METROPOLITAN REGION



–€ 1.55 bn
LOSS IN BUYING POWER
FROM COVID-19

+17% 
INCREASE IN PURCHASING-
POWER EFFECT FROM 2014
TO 2019

More about the ifo study: www.nuernbergmesse.de/economic-engine

Balance Sheet

Consolidated balance sheet for the fiscal year ended 31 December 2020 NürnbergMesse Group, Nuremberg

ASSETS	31 Dec 2020 EUR	31 Dec 2019 EUR
A. Fixed assets		
I. Intangible fixed assets		
1. Software	3,242,481.07	2,394,444.28
2. Event rights	11,017,211.07	11,583,616.22
3. Customer base and other rights	1,100,444.42	1,375,555.54
4. Goodwill	15,838,048.08	16,407,097.29
5. Prepayments	1,351,451.08	826,911.83
	32,549,635.72	32,587,625.16
II. Property, plant and equipment		
1. Land, similar land rights, and buildings including buildings on third-party land	281,687,343.31	296,270,010.20
2. Technical equipment and machinery	10,144,329.00	7,257,499.00
3. Other equipment, operating and office equipment	19,399,839.86	15,220,775.59
4. Prepayments and assets under construction	7,694,729.90	20,861,770.65
	318,926,242.07	339,610,055.44
III. Financial assets		
1. Shares in affiliated companies	220,008.78	235,008.78
2. Equity investments	1,451,377.22	1,451,377.22
3. Equity investments in associated companies	440,355.25	565,313.92
4. Other loans	222,357.61	322,503.65
5. Cooperative shares	7,800.00	7,800.00
	2,341,898.86	2,582,003.57
B. Current assets		
I. Inventory		
1. Raw materials, consumables, and supplies	2,138,957.02	1,867,260.32
2. Work in progress and services	1,025,930.25	4,590,427.75
./ Advance payments received	-1,025,930.25	-4,474,115.09
	2,138,957.02	1,983,572.98
II. Receivables and other assets		
1. Trade receivables	3,207,738.64	10,420,807.93
<i>› of which with a residual term of more than one year: EUR 0.00 (previous year EUR 484,329.00)</i>		
2. Receivables from affiliated companies	201,155.65	147,006.67
<i>› of which with a residual term of more than one year: EUR 0.00 (previous year EUR 0.00)</i>		
3. Receivables from companies in which participating interests are held	13,154.33	11,721.60
<i>› of which with a residual term of more than one year: EUR 0.00 (previous year EUR 0.00)</i>		
4. Other assets	5,295,036.26	5,624,668.35
<i>› of which with a residual term of more than one year: EUR 653,596.54 (previous year EUR 1,020,164.52)</i>		
	8,717,084.88	16,204,204.55
III. Cash in hand, bank balances, and chequess	12,567,557.64	52,130,465.14
C. Prepaid expenses and deferred charges	3,267,253.38	6,327,568.05
D. Debit difference from asset offsetting	338,626.69	386,190.08
	380,847,256.26	451,811,684.97

REPORT 2020

EQUITY AND LIABILITIES	31 Dec 2020 EUR	31 Dec 2019 EUR
A. Equity		
I. Subscribed capital	100,204,900.00	100,204,900.00
II. Capital reserves	126,529,299.60	106,529,299.60
III. Revenue reserves	1,249,836.62	1,249,836.62
IV. Difference from currency translation	-4,276,367.50	-3,315,929.28
V. Profit/losses carried forward	29,249,190.58	26,905,832.18
VI. Consolidated profit (+) / loss (-) of NürnbergMesse	-68,621,214.85	2,343,358.40
VII. Non-controlling interests	1,201,866.69	3,508,387.72
	185,537,511.14	237,425,685.24
B. Contribution from silent partners	261,150.00	256,150.00
C. Provisions		
1. Provisions for pensions and similar obligations	5,710,692.48	5,979,130.77
2. Tax provisions	1,429,052.81	9,467,725.04
3. Other provisions	16,956,567.92	24,435,967.18
	24,096,313.21	39,882,822.99
D. Liabilities		
1. Liabilities to banks	132,479,737.23	75,108,727.56
2. Payments received on account for orders	15,433,126.13	61,288,746.51
3. Trade payables	7,311,802.53	19,106,002.62
4. Liabilities to affiliated companies	272,367.65	156,900.69
5. Liabilities to shareholders	1,037,139.97	800,033.33
6. Other liabilities	14,263,724.81	17,610,773.77
<i>› of which from taxes: EUR 1,242,747.84 (previous year EUR 2,685,553.88)</i>		
<i>› of which relating to social security: EUR 148,132.16 (previous year EUR 369,239.50)</i>		
	170,797,898.32	174,071,184.48
E. Deferred tax liabilities	154,383.59	175,842.26
	380,847,256.26	451,811,684.97

Income Statement

Consolidated income statement for the fiscal year 2020 NürnbergMesse Group, Nuremberg

	2020 EUR	2019 EUR
1. Sales revenue	110,268,405.53	285,682,830.85
2. Change in stock of work in progress and service	-3,379,446.27	2,431,608.90
3. Other operating income	5,985,342.38	3,630,543.63
› of which from currency translation: EUR 26,539.43 (previous year EUR 46,100.90)		
Total 1-3	112,874,301.64	291,744,983.38
4. Event expenses	-64,261,866.09	-152,953,193.59
5. Personnel expenses	-45,008,963.95	-59,379,736.32
a) Wages and salaries: EUR -36,106,785.79 (previous year EUR -47,262,840.37)		
b) Social security, post-employment, and other employee benefit costs: EUR -8,902,178.16 (previous year EUR -12,116,895.95)		
› of which post-employment: EUR 2,471,732.89 (previous year EUR 3,084,780.55)		
6. Amortisation on intangible assets and depreciation on property, plant and equipment	-38,426,027.77	-26,729,017.85
7. Other operating expenses	-32,832,504.50	-44,251,514.07
› of which from currency translation: EUR 37,091.49 (previous year EUR 113,147.93)		
Total 4-7	-180,529,362.31	-283,313,461.83

REPORT 2020

	2020 EUR	2019 EUR
Operating result (subtotal)	- 67,655,060.67	8,431,521.55
8. Income from equity investments	30,820.04	16,040.40
Operating result (total)	- 67,624,240.63	8,447,561.95
9. Income from other securities and loans of the financial assets	7,153.56	12,849.44
10. Other interest and similar income	358,747.82	482,983.47
<i>› of which from discounting: EUR 6,508.81 (previous year EUR 32,419.90)</i>		
11. Write-downs on financial assets	- 50,000.00	0.00
12. Interest and similar expenses	- 1,508,260.97	- 1,591,830.63
<i>› of which from compounding: EUR 177,573.98 (previous year EUR 168,466.18)</i>		
13. Result from associated companies	- 124,958.67	239,472.13
14. Expenses for assumption of losses	- 1,093.46	- 2,689.07
Earnings before taxes	- 68,942,652.35	7,588,347.29
15. Taxes on income	406,158.25	- 2,265,149.96
<i>› of which from deferred taxes: EUR 21,458.67 (previous year EUR 21,458.67)</i>		
16. Earnings after income taxes	- 68,536,494.10	5,323,197.33
17. Other taxes	- 1,702,000.60	- 2,067,285.48
18. Consolidated net income/loss for the fiscal year	- 70,238,494.70	3,255,911.85
19. Transfer to reserves	0.00	- 290,937.95
20. Consolidated net retained profits/net accumulated losses	- 70,238,494.70	2,964,973.90
21. Annual profit (+)/loss (-) of non-controlling interests	- 1,617,279.85	621,615.50
22. Consolidated profit (+)/loss (-) of NürnbergMesse	- 68,621,214.85	2,343,358.40

Financial reporting at a glance

We have also applied our hybrid concept to our 2020 annual report, so we can offer you the best of both the analogue and digital worlds.

That is why this year you are receiving our Magazine section of the annual report in a contemporary square format. We are supplementing this publication along the same media lines with an interactive report on the fiscal year:

📄 www.nuernbergmesse.de/fiscal-year2020

You can also find the 2020 annual report online at:

📄 www.nuernbergmesse.de/annual-report

Go straight to the report on
the fiscal year



Contacts / Credits

Published by

NürnbergMesse GmbH
Messezentrum
90471 Nuremberg, Germany

T +49 9 11 86 06-0
F +49 9 11 86 06-82 28
info@nuernbergmesse.de

www.nuernbergmesse.de

Legal responsibility for content: Dr Ulf Santjer
Editor: Maximilian Hensel
Coordination: Beate Blum

The NürnbergMesse annual report
is also available online:
www.nuernbergmesse.de/annual-report

No liability is assumed for errors.
Subject to change.

Design, layout, and realisation

HGB Hamburger Geschäftsberichte GmbH & Co. KG,
Hamburg

Printed by

Gutenberg Druck und Medien, Erlangen



Photo credits

Altmodern (p. 21)
AsiaVision (pp. 8/9)
FlamingoImages (cover)
FORUM S.A. (p. 25)
Heiko Stahl (cover, pp. 5, 19, 24)
HYDROGEN DIALOGUE & NUEdialog
NürnbergMesse//Heiko Stahl (pp. 14–17)
Lea Trottmann (p. 20)
mehmettorlak (p. 12)
NürnbergMesse China (cover, p. 11)
Oksana Latysheva (p. 4)
Rachaphak (p. 13)
Ralf Rödel (pp. 2, 6, 19, 20, 25)
Ute Wünsch (p. 24)
UN – Sustainable Development Goals (pp. 18–19)

All other photos by NürnbergMesse

NürnbergMesse. Turning ideas into value.