

Presseinformation/Press release/Communiqué de presse/Comunicato stampa/Nota de prensa/Informação de imprensa/新闻稿

Nuremberg/Vienna, 27.05.2026

Change at the helm of NürnbergMesse Austria as Rosa Greul succeeds Inge Tremmel

- Inge Tremmel is retiring after more than a decade as head of NürnbergMesse Austria
- Rosa Greul, an experienced exhibition manager from within the team, will take over the management of the Viennese branch on 1 August 2026.

Change of leadership at NürnbergMesse Austria: following ten successful years at the helm of our Viennese branch, Inge Tremmel will hand over operational responsibility for NürnbergMesse Austria to her longtime colleague Rosa Greul on 1 August 2026. Since NürnbergMesse Austria was founded, Inge Tremmel has played a pivotal role in developing and shaping this strategically important branch in Vienna with remarkable **dedication. Under her leadership, 'NMA' has established** itself as an expert partner for Austrian companies, business partners, and the professional community at Exhibition Centre Nuremberg and **international events worldwide. "Inge Tremmel built NürnbergMesse Austria from the ground up and, thanks to her considerable expertise, established the Nuremberg exhibition venue and our international locations as key destinations for Austrian exhibitors and trade visitors. We want to express our gratitude for her many years of dedicated and successful service. At the same time, we extend a warm welcome to Rosa Greul, an experienced exhibition manager with an excellent network within the company," says Peter Ottmann, CEO of NürnbergMesse Group.**

With the opening of the first office in Vienna and the successive development of her team, Inge Tremmel laid the organisational foundations for the successful growth of NürnbergMesse Austria. She was particularly passionate about building networks across the various industry sectors covered by the trade fairs and creating platforms for Austrian companies, especially by organising pavilions with partners

NürnbergMesse GmbH
Unternehmenskommunikation
Corporate Communications
Messezentrum
90471 Nürnberg
Germany

T +49 9 11 86 06-80 28
F +49 9 11 86 06-12 80 28

presse@nuernbergmesse.de
www.nuernbergmesse.de

Vorsitzender des Aufsichtsrates
Chairman of the Supervisory Board
Albert Füracker, MdL
Bayerischer Staatsminister
der Finanzen und für Heimat
Bavarian State Minister
of Finance and Regional Identity

Geschäftsführer
CEO
Peter Ottmann

Registergericht
Registration Number
HRB 761 Nürnberg

Mitglied der
Member of

 European Major Exhibition
Centres Association The Global Association of
the Exhibition Industry

such as the Austrian Chamber of Commerce at trade fairs like BIOFACH, it-sa, or VietnamWood.

As a longstanding and valued member of the team, Rosa Greul is now taking over the management of the branch. She joined NürnbergMesse in 2018 as Senior Sales & Project Manager and has been instrumental in shaping the operational side of the business in recent years. Her experience in the events industry stood her in good stead when it came to developing the Austrian Pavilion at Enforce Tac 2025 and 2026. Moreover, she instigated key developments in customer communication and retention through creative marketing and social media campaigns. Thanks to her close collaboration with exhibitors from a wide range of sectors – from startups to international corporations – she has a sound understanding of customer needs.

“We are confident that as new branch manager, Rosa Greul will seamlessly build on the successful track record of ‘NMA’, and we wish her every success in her new role!” says Dr. Martin Kassubek, Senior Vice President Business Development at NürnbergMesse Group and member of the Executive Board.

For years now, Austria’s importance for the Nuremberg exhibition venue has been impressive: based on visitor numbers, Austria, together with Italy, is frequently one of our main visitor demographics. In terms of exhibiting companies, Austria consistently ranks among the top 10 – alongside major economic powers like China and the USA.

About NürnbergMesse Group

The NürnbergMesse Group was entered into the German commercial register on 5 April 1974 as Nürnberger Messe- und Ausstellungsgesellschaft mbH (NMA) and is now one of the 15 largest exhibition companies worldwide. It employs around 1,200 people at 15 locations in Germany, Austria, Italy, Greece, Brazil, China, India, and the USA. It also has a network of sales partner in more than 100 other countries. Its portfolio comprises some 120 on-site and online events focused on five thematic areas: Retail & Consumer Goods, Building & Construction, Process Technology, Electronics & Security, and Social & Public. Overall, the company's events secure more than 12,000 jobs and generate billions of euros each year in tax revenue and purchasing power, making NürnbergMesse a major economic driver for the Nuremberg Metropolitan Region and Germany as a whole. As an employer and organiser of major events, NürnbergMesse assumes responsibility for people and the environment. Its business activities are aligned with the 17 UN Sustainable Development Goals (SDGs), with the aim of achieving a carbon-neutral energy supply by 2028.

Contact for press and media

Dr. Ulf Santjer

T +49 911 86 06-80 28

M +49 170 56 58 228

ulf.santjer@nuernbergmesse.de

Maximilian Hensel

T +49 911 86 06-85 15

M +49 170 70 57 646

maximilian.hensel@nuernbergmesse.de

All press releases, as well as detailed information and photos relating to NürnbergMesse, can be downloaded free of charge from: www.nuernbergmesse.de/en/newsroom