

Presseinformation / Press release / Communiqué de presse /  
Comunicato stampa / Nota de prensa

## **Nuremberg to remain the long-term home for Mesago Messe Frankfurt's SPS IPC Drives**

Nuremberg, 8 June 2018

**SPS IPC Drives, the leading fair for smart and digital automation, is set to stay in Nuremberg following an agreement between the owners of the event, Mesago Messe Frankfurt, a wholly-owned subsidiary of Messe Frankfurt Group, and NürnbergMesse as the host venue. In doing so, the partners are using a long-term “one-two pass” approach with respect to the digital transformation in industry. SPS IPC Drives is an excellent fit for the technological capabilities of the city and metropolitan region of Nuremberg.**

For Martin Roschkowski, President of Mesago Messe Frankfurt, the extension of the contract offers above all positive future opportunities: “Our customers want to be able to make long-term plans in a positive framework and they can do both at SPS IPC Drives in Nuremberg. Both trade fair and venue benefit equally from this arrangement. Messe Frankfurt has extensive experience in organising high-tech exhibitions and in Nuremberg we have the right environment to allow SPS IPC Drives to continue to grow dynamically.”

Dr Roland Fleck, CEO of NürnbergMesse Group, sees Nuremberg as the ideal exhibition venue for SPS IPC Drives and in this context emphasises the synergies at the location: “Nuremberg lies at the heart of ‘Automation Valley’, where you will find companies and research establishments that are driving ‘Industry 4.0’ worldwide. Moreover, a number of successful technology fairs

NürnbergMesse GmbH  
Unternehmenskommunikation  
Messezentrum  
90471 Nürnberg  
Germany

T +49 9 11 86 06-82 48  
F +49 9 11 86 06-12 82 48

presse@nuernbergmesse.de  
www.nuernbergmesse.de

Vorsitzender des Aufsichtsrates  
Chairman of the Supervisory Board  
Dr. Ulrich Maly  
Oberbürgermeister der  
Stadt Nürnberg  
Lord Mayor of the  
City of Nuremberg

Geschäftsführer  
CEOs  
Dr. Roland Fleck  
Peter Ottmann

Registergericht  
Registration Number  
HRB 761 Nürnberg

Mitglied der  
Member of

 European Major Exhibition  
Centres Association

 The Global Association of  
the Exhibition Industry



are at home in Nuremberg. So it is only logical to host SPS IPC Drives in Nuremberg.” Uwe Behm, Member of the Executive Board, adds: “As a trade fair organiser the strategy that we are pursuing with all our subsidiaries is to hold events wherever supply and demand converge most closely. This is why Nuremberg and SPS IPC Drives are a perfect fit for one another.”

SPS IPC Drives is an event that galvanises: In 2017 it welcomed more than 70,000 trade visitors (three-quarters of them from Germany) seeking information on the innovative solutions of 1,675 exhibitors (two-thirds from Germany) on a display area measuring 130,000 square metres. As a leading exhibition it covers the entire spectrum of industrial automation, from simple sensors to solutions for smart and digital automation. What exhibitors like most about SPS IPC Drives is its distinctly business-like atmosphere, while visitors enjoy the benefits of innovative automation solutions and a large number of product presentations. More generally, the Nuremberg venue is renowned for its service and customer-friendly approach, and the exhibition centre as such for the high quality of its trade fairs and congresses.

NürnbergMesse CEO Peter Ottmann sees the collaboration from a global perspective: “We are successfully cooperating with Messe Frankfurt on a number of levels. In Russia we are working together on sales, in India we are part of the ‘Build Fair Alliance’, and we are now collaborating on a long-term basis with SPS IPC Drives here in Nuremberg. It is an alliance that brings tangible added value to both partners.”

## **About Mesago**

Mesago Messe Frankfurt GmbH was established in 1982 and has its headquarters in Stuttgart. It specialises in the organisation of exhibitions, congresses and seminars on various areas of technology. The company is part of the Messe Frankfurt Group. Mesago operates internationally and is not tied to any specific venue. Every year its 140-strong team organises trade fairs and congresses for more than 3,300 exhibitors and over 110,000 trade visitors, conference delegates and speakers. Numerous associations, publishers, scientific institutes and universities work closely with Mesago as event sponsors, co-organisers and partners. ([mesago.de](http://mesago.de))

## **About Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500\* employees at around 30 locations, the company generates annual revenue of around €661\* million. Thanks to far-reaching contacts with the various sectors and



an international sales network, the Group expertly supports the business interests of its customers. A comprehensive range of onsite and online services ensures that customers worldwide can enjoy consistently high quality and flexibility when planning, organising and hosting their events. These services include exhibition ground rental, stand construction, marketing, personnel services and catering. The company's head office is in Frankfurt am Main and it is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). \*preliminary figures for 2017

[messefrankfurt.com](http://messefrankfurt.com)

### **About the NürnbergMesse Group**

NürnbergMesse is one of the 15 largest exhibition companies in the world. Its portfolio covers some 120 national and international exhibitions and congresses and approximately 40 sponsored pavilions at the Nuremberg location and worldwide. Every year, around 30,000 exhibitors (international share 41 percent) and up to 1.4 million visitors (international share of trade visitors 24 percent) participate in the own, partner and guest events staged by the NürnbergMesse Group, which is present with subsidiaries in China, North America, Brazil, Italy and India. The group also has a network of about 50 representatives operating in over 100 countries.

### **Contacts for Press & Media**

Dr Thomas Koch, Maximilian Hensel

Beate Blum, Franziska Weißbrodt, Christine Hartung

T +49 911. 86 06-82 48, -83 53

F +49 911. 86 06-12 82 48

[press@nuernbergmesse.de](mailto:press@nuernbergmesse.de)

All press releases and more detailed information, video impressions and photos are available from: [\*\*www.nuernbergmesse.de/press\*\*](http://www.nuernbergmesse.de/press)

Get to know our NMfair.mag online magazine:

[\*\*www.nuernbergmesse.de/magazin\*\*](http://www.nuernbergmesse.de/magazin)