

Hej NürnbergMesse! A new agency in Denmark, Norway and Iceland

- **Intermess ApS is NürnbergMesse's new international representative for Denmark, Norway and Iceland**
- **173 exhibitors and nearly 2,500 visitors from the new territory attended events at the Exhibition Centre in 2023**
- **Focus on BIOFACH, Chillventa, GaLaBau, IWA OutdoorClassics and Enforce Tac**

Denmark's beautiful beaches, Norway's stunning fjords and Iceland's breath-taking natural landscape – the Far North is a major attraction for Germans interested in the outdoors. And conversely, NürnbergMesse is an important destination for Danish, Norwegian and Icelandic companies who want to present their quality products. These exhibitors especially focus on five trade fairs: BIOFACH (organic food), IWA OutdoorClassics (hunting and sporting weapons, knives and outdoor equipment), Chillventa (refrigeration), GaLaBau (gardening, landscaping and playing field design), and Enforce Tac (government security agencies and armed forces). Now companies in these countries in the north will have a new international representative of NürnbergMesse, Intermess ApS, to assist them.

"We're delighted that Intermess ApS, a specialist with more than 50 years of experience in trade fairs, has agreed to represent NürnbergMesse in Denmark, Norway and Iceland," said Dr. Thomas Koch, Senior Vice President Group Development. Jesper Uldall, Managing Director of Intermess ApS, is equally pleased at the new alliance, and promises, "We have the services, the network, and the ideas to help exhibitors from the north enjoy a successful appearance at trade fairs in Nuremberg."

The new international agency serves as a kind of door-opener for companies from Denmark, Norway, and Iceland who want to plan an appearance at a trade fair in Nuremberg. "We have over 50 years of experience and skill in supporting our exhibitors – whether they're attending for the first time or have been participating for years – as well as visitors. And the focus is always on what the client wants. We're proud that our clientele feel thoroughly satisfied with our service," says Uldall. Intermess ApS also assists industry associations and their members in seeking expert markets throughout the NürnbergMesse portfolio.

About Intermess ApS

Intermess ApS is an agency in Charlottenlund, north of Copenhagen, Denmark. The family-managed firm has been in business for more than 50 years and specialises in trade fairs. Its many years of operation in the exhibitions business have earned Intermess ApS a wealth of skills, enabling it to offer all-round service for first-time exhibitors, long-standing participants, and visitors. Among the agency's other clients is Messe Düsseldorf.

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About the NürnbergMesse Group

The NürnbergMesse Group is one of the 15 largest exhibition companies in the world. It includes NürnbergMesse GmbH and that company's 15 subsidiaries and affiliates. 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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