

NürnbergMesse becomes official partner to the German Ski Association (DSV)

- DSV and NürnbergMesse to cooperate in kitting out national teams for the next four years
- Prime location, short distances and well coordinated logistics at the Exhibition Centre Nuremberg offer first-class conditions for DSV events
- Winter sports portfolio with top German athletes bolsters Nuremberg as a city and region of sport

Top-class sport powered by NürnbergMesse: Exhibition company NürnbergMesse will be the new centre for equipping the national teams of the German Ski Association (DSV) until 2028. That means that the approximately 700 participants, support staff and officials of the German Ski Association will be equipped for the winter sports seasons at the Exhibition Centre Nuremberg in future. As the official exhibition partner to the German national ski teams, NürnbergMesse will also host the annual evening events with up to 400 guests. NürnbergMesse Group CEO Peter Ottmann welcomed Stefan Schwarzbach, Managing Director of DSV Marketing GmbH, and Hubert Schwarz, Managing Director of DSV Leistungssport GmbH, to the Exhibition Centre for the signing of the contract.

Nuremberg, 15 March 2024 – The green light for the new partnership will be given on 23/24 October 2024, which marks the beginning of the winter sports season for the DSV with the official kitting-out ceremony and the subsequent evening event at the Exhibition Centre Nuremberg. NürnbergMesse Group CEO Peter Ottmann is looking forward to the new collaborative arrangement: “With our new partner DSV, NürnbergMesse is not only underscoring its expertise in terms of extraordinary events, but also in terms of logistics and customised infrastructure for the association, top athletes and their sponsors!”

Stefan Schwarzbach, Managing Director of DSV Marketing GmbH: “We are very pleased to have gained a new partner for the DSV in NürnbergMesse! With its expertise in the areas of trade fairs, logistics and events, this collaboration fits perfectly with the expectations of the DSV teams. Our common goal is to further develop the DSV kitting-out as the largest DSV event of the year and to raise it to a new level.”

Nuremberg’s Lord Mayor Marcus König, Chairman of the Supervisory Board of NürnbergMesse: “As the future meeting place for German winter sports, Nuremberg once again emphasises its importance as a city of sport in the metropolitan region, which has always stood for top-class sport with world-famous companies, first and second-league clubs in various sports, an elite sports school and Olympic, national and state training centres.”

DSV partners and sponsors in Hall 12

The DSV athletes will be kitted out in Hall 12, which is ideally located for logistical purposes, and at NCC West, immediately adjacent to the Messe underground station. Just like at a trade fair, the majority of the approximately 100 DSV partners and sponsors will be represented there with their stands, where the top athletes, support staff and officials will be able to purchase the necessary equipment for the coming winter sports season. A media centre will also produce

the latest portraits and team photos. Some of the DSV sponsors are already represented as exhibitors at the various NürnbergMesse trade fairs. Automaker Audi is the DSV Team Partner Alpine, Ski Cross and Freeski. It has been operating an innovative fast-charging station at the exhibition venue in Nuremberg for two years in the form of its “Audi charging hub”.

Nuremberg as the ideal meeting place for the DSV family

The geographical location of the Nuremberg exhibition venue, with its wide-ranging congress and conference capacities and short distances, makes NürnbergMesse the ideal meeting place for the DSV family with its athletes, officials and support staff. After all, the association is responsible for its athletes not only in the alpine regions of Upper Bavaria, but also in the locations of Thuringia (Oberhof) and North Rhine-Westphalia (Winterberg). Nuremberg is positioned where several motorways meet, it is centrally located on the Deutsche Bahn rail network and has an international airport, making it quickly and easily accessible for all DSV members.

Founded on 4 November, 1905, and based in the Bavarian town of Planegg, the DSV is the umbrella organization of the German ski clubs. Nationwide, 950,000 members are organized in 3500 clubs across 20 state ski associations. The association represents the interests of German skiing internationally, trains athletes and coaches and provides the national teams for the disciplines of alpine skiing, biathlon, freestyle, cross-country skiing, Nordic combined, ski cross and ski jumping.

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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