

PRESS RELEASE

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Ready to go: course set for European Coatings Show 2021 in September

- **Bavarian State Government decides to resume exhibition operations from September 1, 2021**
- **Opening perspective ensures more planning security for exhibitors and visitors of ECS**

The Bavarian State Government decided on further easing of the Corona measures and named a clear opening perspective for the exhibition industry: if the infection situation continues to develop favorably, the resumption of exhibition operations is possible by September 1, 2021 at the latest. Bavaria thus intends to allow trade shows in time for the start of the European Coatings Show from September 14 to 16, 2021.

"We are very pleased about the decision of the Bavarian State Government of a possible restart of the exhibition in time for the ECS in September. The opening perspective provides more planning security for our exhibitors and visitors," says Alexander Mattausch, Executive Director Exhibitions, NürnbergMesse. Amanda Beyer, Director Event Management Vincentz Network, adds: "The signals from the industry clearly show us how essential the ECS is as a meeting place for the coatings and paint industry. We therefore welcome the decision of the Bavarian State Government all the more, which gives a real perspective for a personal reunion in Nuremberg."

Preparations for ECS in full swing

Preparations for the European Coatings Show 2021 are currently in full swing. Around 500 exhibitors have already registered for the leading trade show of the international coatings industry. This year, the trade show will again be complemented by the European Coatings Conference, which will be held in parallel from September 13 to 14, as well as an attractive supporting program. At the same time, a comprehensive hygiene concept makes a safe ECS possible in fall 2021.

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