

**PRESS RELEASE**

February 2020

embedded world trade fair to open its doors this coming Tuesday

- Embedded world to be held as planned thanks to the highest health and hygiene standards
- Security measures at the Nuremberg Exhibition Centre have been increased again
- World-leading exhibitions with a total of more than 150,000 exhibitors and visitors have already been successfully held in Nuremberg this year

“We are pleased that the embedded industry world will come together again in Nuremberg next week”: With these words, the CEOs of NürnbergMesse, Dr. Roland Fleck and Peter Ottmann, characterised the mood of many exhibitors one week before the start of embedded world. That is because the world-leading exhibition for embedded systems is the highly relevant meeting place of embedded technology enterprises offering components, modules and complete systems, hardware and software and services. Nevertheless, Dr. Roland Fleck can understand the questions of some exhibitors on the subject of the coronavirus and stressed the following point: “We have already successfully held three world-leading exhibitions with more than 150,000 exhibitors and visitors this year without experiencing any health issues. Thus, our visitors can expect highly professional conditions and valuable experience at embedded world.” And the registrations of more than 1.000 exhibitors prove that embedded world is still the industry’s central meeting place in 2020. Fleck’s CEO colleague Peter Ottmann made the following point: “Exhibitions are always a reflection of the economy. Naturally, we regret the fact that some customers cancelled on short notice to the coronavirus problem. Precisely because we place the highest priority on the health of our customers and employees alike, we carefully weighed the various aspects involved and arrived at the following conclusion, after

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consultation with our health authorities: embedded world will open its doors on Tuesday of next week, as planned.”

In this context, it is clear that the recent cancellation of the Mobile World Congress in Barcelona has made many companies nervous and for that reason it is also important to repeat the statement of Philip Harting, the Chairman of AUMA, the Association of the German Trade Fair Industry: “All trade fairs in Germany will be held as planned.” The prerequisite for this a large package of professional measures defined in consultation with the German health authorities. These include:

- Heightened cleaning and disinfection measures at all highly frequented places such as catering areas, surfaces, handrails, restrooms, entrances and exits, public touchscreens
- Much higher availability of disinfection supplies
- Information campaigns (“no-handshake policy”) and information about the authorities you can turn to in case of doubt.
- Sensitisation and training of all personnel related to standard personal preventive measures such as personal hygiene, frequency of use of disinfectant products.
- Qualified physicians and paramedics in our first-aid centres are well prepared for possible cases of infection and are available to answer questions on site, with the assistance of interpreters.
- If a case of possible infection occurs during the trade fair or event, all spatial and organisational precautions have been taken to ensure immediate remedial measures, both in the Nuremberg Exhibition Centre and in the city of Nuremberg.

Up-to-date information about embedded world can be found online at:
www.embedded-world.de/en



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Nürnberg, Germany 25.–27.2.2020

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