



Background:

## Why a new Chillventa Nürnberg trade fair?

On 28. July 2006 a group of well known companies and organisations in the German and international refrigeration and air conditioning sector established in Frankfurt the new 'Chillventa Nürnberg Exhibitors' Committee'. This unusual development came about because after several months of intensive talks with the VDKF, as owner and sole fair policy authority for the IKK International Trade Fair finally broke down in the middle of July, mainly because of the following decisions by the IKK organisers:

- Despite the 2005 Hanover dilemma – halving the visitor volume compared to Nuremberg 2004 – IKK to continue the annual cycle which was no longer justified.
- Docking the IKK in uneven years on the big Frankfurt fair, ISH/Aircontec, which is primarily for heating and sanitary ware. This will lead to lasting damage to the valued conceptual clarity and focus of the IKK which has existed to date.
- After 25 years, giving up the highly successful and globally esteemed Nuremberg exhibition location.
- No really recognisable willingness to substantially involve other strengths within the sector in exhibition policy for the IKK.
- Not prepared to give up high financial targets, even to a moderate extent, in favour of other associations, organisations or institutions.

Given this background, the Exhibitors' Committee and other associations, organisations and institutions were left with no other choice but to come forward with their own new exhibition concept for 2008.

The NürnbergMesse, Nuremberg exhibition company, as future organiser of Chillventa, agreed when asked by the Exhibitors' Committee to invest financial sums in the new Chillventa Nürnberg. The new exhibition concept does not offer substantial financial rewards to either the Exhibitors' Committee or the exhibition company. IKK income which previously, and still does in 2006, flowed into the VDKF, will in future be invested in appropriate reimbursement to sector associations who contribute to making Chillventa a success. In addition, the advertising and communications budget will be doubled, to attract more visitors from both home and abroad. A further proportion will be applied to lower stand rental. Exhibitors, associations and visitors will all benefit from these steps. This means the whole international refrigeration and air conditioning sector will benefit.

The new Exhibitors' Committee, on which there are well known personalities from among the exhibitors and visitors in the sector, met in Frankfurt on 25. September for their first working session. It will successfully support the organisation and development of Chillventa Nürnberg.

The commitment of the Exhibitors' Committee, the renomme of the Nuremberg exhibition ground, and not least the organisational strength of the Exhibition Company as future organisers of Chillventa – means for all concerned: Germany is still an attractive and effective exhibition venue for the international refrigeration and ventilation sector, with Chillventa Nürnberg at an unchanged location.

General brief notes on the origins of the new Chillventa Nürnberg 2008 trade fair can be found at [www.exhibitorsgroup-chillventa.info](http://www.exhibitorsgroup-chillventa.info).

### Chillventa Exhibition Committee Nuremberg, September 2006