

The trade fair for commercial vehicles in southern Germany



26 – 29 September 2013
Karlsruhe Trade Fair Center

www.nufam.de



CONNECTING IDEAS.
Karlsruhe –
Messen und Kongresse

NUFAM 2011 – success in numbers

Source: NUFAM 2011 visitor survey:

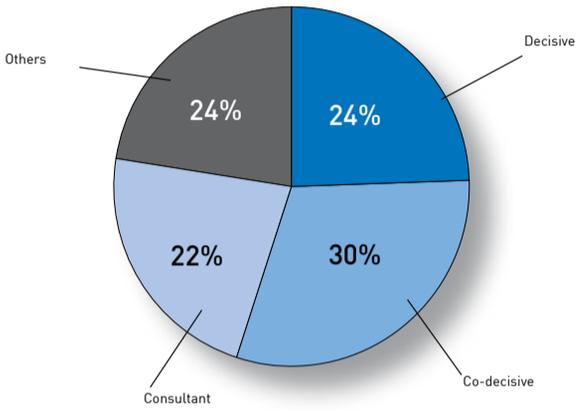
Will you recommend **NUFAM** to others?

89% Yes

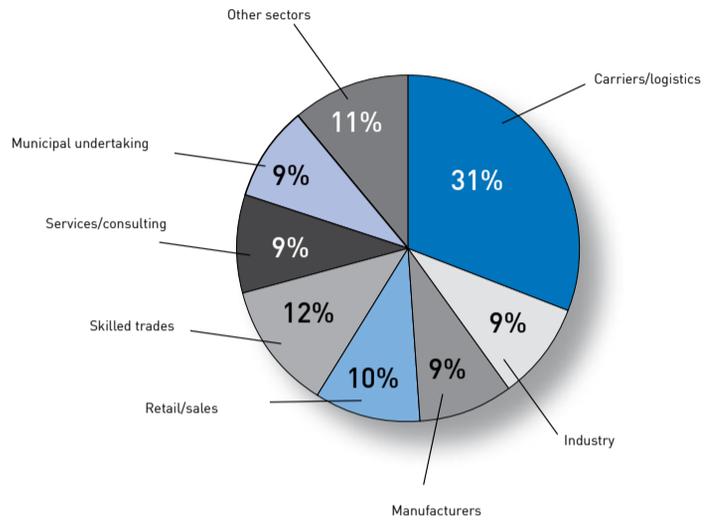
Will you visit **NUFAM** 2013?

90,6% Yes

Visitors' influence on purchasing decisions in their companies



Industry affiliation of NUFAM visitors



"We were very pleased with the broad range of attendees. We welcomed government decision-makers, procurement heads, haulier companies and drivers with their families at our stand. We were able to awaken emotions in our visitors and also convince our customers of the efficiency of our vehicles. Our conversations were highly promising."

Steffen Pfister

Sales Director, Center Frankfurt, MAN & Truck & Bus Deutschland GmbH

**16,300
visitors**



**284 exhibitors
from
11 countries**



**79%
professional
visitors**



**more than
50,000 sqm
gross area**



Meet your target groups!

NUFAM targets trade visitors from

- > the carrier and logistics industry
- > the automobile industry
- > skilled trades industry
- > the construction industry

- > bus companies and transport operators
 - > public institutions
- and companies with fleets of vehicles, truckers as well as interested members of the public.



"Our decision to participate in NUFAM was a good one. In addition to flawless organisation, the fair offers reasonable value for money. We were able to intensify our existing business contacts in Southern Germany at this event. Additionally, the large share of trade visitors allowed us to showcase our company M&V Trailer for a new group of customers. The overall package here is just right!"

Beatrice Gey

Marketing, M&V GmbH "Siegmar" Metallbearbeitung, Vorrichtungsbau, Fahrzeugbau

Commercial and
special vehicles



This is where the industry meets!

NUFAM exhibitors are manufacturers, retailers and service providers of the sector:

- > Commercial vehicles (trucks, goods vehicles, buses, truck superstructures, trailers, special vehicles)
- > Bodies and trailers
- > Tyres
- > Workshop equipment
- > Load securing
- > Telematic solutions for the commercial vehicle industry
- > Cranes and hoists
- > Accessories, parts and lubrication
- > Carriers and logistics companies
- > Special suppliers

Trailers and
vehicle bodies



Goods vehicles



Accessories and
parts



www.nufam.de

Logistics
companies and
specialist
suppliers



"We are very satisfied with the number and quality of trade visitors. The Telematics Day was an excellent opportunity for us to present our products. It was also a pleasure to work with the fair organisers."

Daniel Thommen

Managing Director, LOSTnFOUND AG



Innovative accompanying programme

Local government meeting place:

Meet local government decision-makers. This marks the premiere of a local government event.

Fleet management:

New platform for fleet managers and operators.

Load-securing concepts:

A special event focused on securing loads that features innovations and practical examples on location.

Telematics day:

Interesting presentations and best practice examples of innovative telematics solutions.

Demonstration park:

The latest vehicle technology, superstructures, trailers and attachments – live in action.



"As a local company, we presented our new MICHELIN X MULTIWAY 3D tyres at NUFAM and attracted great interest in the broad group of trade visitors. It was the right decision for us to participate in the fair. We were very pleased with the co-operation with the team and how they organised the fair."

Christoph Kost

Head of Marketing for Utility Vehicle Tyres in Germany, Switzerland and Austria, Michelin Reifenwerke AG & Co. KGaA

Local
government
meeting place



Load-securing
concepts



Demonstration
park



Best-Practice

We would be happy to assist you!



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Karlsruhe Trade Fair Center

With 52,000 m² of hall space and 10,000 m² of outdoor exhibition area, the Karlsruhe Trade Fair Center provides state-of-the-art infrastructure, unique functionality and award-winning architecture. The exhibition grounds can be quickly and conveniently reached from the Karlsruhe town center via public transport.



Karlsruhe – the perfect location for NUFAM

- › Baden-Württemberg offers the highest density of commercial vehicle production sites in Germany.
- › 320,800 new truck registrations in Germany in 2011; 153,530 of which in the catchment area of **NUFAM**.
- › One of the most successful technology regions in the middle of Europe – with direct access to the neighbouring markets of France and Switzerland!
- › Ideal transportation connections thanks to a dense network of motorways around Karlsruhe and direct IC and ICE rail connections. Situated near four international airports (Frankfurt, Stuttgart, Strasbourg and Karlsruhe/Baden-Baden). The Trade Fair Center can be reached in only three hours from Paris via TGV.

Picture credit: fotolia.com, KMK. Subject to change without notice. Last revised: 26 July 2012



Organiser:



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