

NUFAM to optimise opening days from 2027

The commercial vehicle trade fair organised by Messe Karlsruhe will take place on different days next year. Instead of running from Thursday to Sunday as in previous years, Messe Karlsruhe will showcase the latest commercial vehicle technology from Wednesday to Saturday.

Karlsruhe. Thursday, Friday, Saturday and Sunday – many exhibitors and visitors had become accustomed to these opening days during NUFAM. This will change from 2027 onwards. From then on, the Karlsruhe commercial vehicle trade fair will showcase the latest technology from Wednesday to Saturday.

Specifically: NUFAM 2027 will take place from 22 to 25 September.

“Messe Karlsruhe is very close to its customers and the market participants it serves. This means that we not only listen, but also act responsibly and adapt our outstanding market platform when markets and their customers require it. By changing the order of the days, we have, together with the trade fair advisory board, set the course for a trade fair performance that is right for the core B2B business,” says Britta Wirtz, Managing Director of Messe Karlsruhe. However, the new opening hours will not remain in place in 2027 – at least not entirely, as Beate Frères, Head of the Trade Fair Division, explains: “We know that lorry drivers, often accompanied by their families, like to visit NUFAM at the weekend. To give them – and also managing directors, particularly from SMEs and sole traders – the opportunity to visit NUFAM at the weekend as well, we have decided on a strategic change here too. That is why we are extending the opening hours on Saturdays.”

Sales campaign for 2027 underway

Jochen Bortfeld, NUFAM's project manager, adds: “We are already actively marketing our tenth event, which will take place next year. We're finding that many key industry players are happy to support our decision – indeed, they even welcome it. The number of returning exhibitors is excellent. This shows that interest in NUFAM remains as strong as ever – and is growing.” NUFAM 2027 will be the tenth edition of the Karlsruhe commercial vehicle trade fair. At last year's ninth edition, around 430 exhibitors showcased vehicles, tyres, workshop equipment and more. Around 24,000 visitors from 37 countries attended.

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