

NUFAM convinces as a driver for transformation in freight mobility

Messe Karlsruhe is an international platform for investment and innovation in the commercial vehicle sector

Karlsruhe. NUFAM 2023 ended on Sunday with the traditional horn blowing. Behind the more than 400 exhibitors from 23 nations lie four interesting, innovative and above all successful trade fair days. In its eighth edition, NUFAM has further established itself as an important platform for the commercial vehicle industry in the heart of Europe. A total of around 24,000 visitors found their way to NUFAM.

"Messe Karlsruhe, as the organiser of NUFAM, once again created the showcase for concentrated innovative power and sustainable as well as future-oriented technologies for the commercial vehicle industry. Over the past four days, NUFAM has thus underlined how valuable and indispensable it is for the transformation of the industry. It has further established itself as an investment and networking platform in the TechnologieRegion Karlsruhe." With these words, Britta Wirtz, Managing Director of Messe Karlsruhe, sums up the commercial vehicle trade fair in Karlsruhe.

Innovations and sustainability in focus

Never before have so many premieres been shown as at this year's NUFAM. The exhibitors deliberately chose the commercial vehicle fair as a platform for their new presentations. In particular, they presented vehicle and product innovations in the areas of alternative drives, digitalisation and sustainability. Jürgen Pauli, Sales Manager at S&G, confirms this: "NUFAM is a really great opportunity to present new vehicles. It is now a very well-established trade fair far beyond the country. We show the vehicles and innovations here that customers explicitly want to look at." Volker Mai, Sales Manager at Pneuhage, has a similar view: "For us, NUFAM is the optimal platform where we can excellently present our innovations such as our new fleet system or new tyres."

NUFAM valued as an investment platform

Around three quarters of the trade fair visitors rated the event as important for their investment decisions.

Jürgen Singhof, Rupp Landhandel from Alzey, confirms this: "At NUFAM I want to gather information, get an overview and see what is currently up to date. I enquire here about products for future investments. I am a regular visitor to this fair and, as always, I like it here very much. The exhibitors appreciate NUFAM as a platform for offers: "We exhibit at NUFAM because we meet decision-makers here and can get a good overview. We are represented here at the fair with a total of 20 exhibits - not only on our stand, but also on those of our partners," says Daniel Böhmer, Managing Director of FX Meiller. Sascha Ziehl,

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Managing Director of Tiropatrans, adds: "NUFAM is an absolute trade fair. Many visitors who are interested in commercial vehicles and digitalisation come here."

Selection of topics always close to the industry

The focus of NUFAM was on alternative drives. With the newly created forum on charging infrastructure, the topic was extensively illuminated. The Saturday of the trade fair was dominated by electric drives, hydrogen engines and research into synthetic fuels, as well as how to deal with funding programmes.

The nine expert presentations, moderated by Marcus Walter, were very well received by the trade audience. He sums up: "The new forum really hit the spot. There was plenty of time to discuss the questions with the experts."

More exhibiting nations, guests from Germany and Europe

NUFAM 2023 was more international than ever before. With 23 nations represented, companies from more countries than ever before were represented at the Karlsruhe commercial vehicle trade fair. "We aim to acquire new customers and orders with our presence at NUFAM. We are a large international company with headquarters in Poland and have grown strongly in the last five to ten years. Now we are increasingly active in the largest commercial vehicle market in Europe - which is Germany - and want to grow here as well," says Martin Kemker, Sales Manager at Wielton.

About one sixth of all NUFAM guests travelled more than 300 kilometres to the fair. Overall, 80 percent of the fair's guests were trade visitors. There was an even higher concentration of trade visitors on weekdays, combined with an equally higher travel distance. The guests travelled to Karlsruhe from fourteen European countries - for example from France, Italy, the Netherlands or Denmark.

Top values for satisfaction

In terms of visitor satisfaction, NUFAM achieved an absolute top score of almost 95 percent among the top 3. The recommendation value is around 92 percent. "I am visiting NUFAM for the first time this year and I am impressed by the size and the variety of offers. The fair is much more expansive than I initially thought, which is why I'm staying an extra day in Karlsruhe to see all the exhibitors' products," says Alex Savkin, Schlundt Transport.

For Jochen Bortfeld, NUFAM project manager, the eighth edition of the commercial vehicle fair was once again a complete success: "We are always close to the industry and know what the market needs. This concept is convincing and is reflected in the satisfaction of our exhibitors. I am already looking forward to the next edition.

Exhibitors have already confirmed for 2025

Beate Frères, Head of the Own Exhibitions Division at Messe Karlsruhe, draws a positive conclusion: "NUFAM 2023 was a complete success. This is only possible thanks to the intensive cooperation with our exhibitors. They have shown enormous commitment and used the entire range of instruments of the trade fair with numerous press events of their own and the entire marketing keyboard. Added to this are the excellent stand presentations. And I am pleased that many have already given their commitment for the coming commercial vehicle fair in two years."

Kögel will also be back at the start of the next edition of the fair, as Division Manager Marketing Maximilian Franz says: "We have always enjoyed exhibiting here and will continue to do so in the future. The quality of the trade visitors is special. That's something you don't get at other fairs." The next NUFAM will take place from 25 to 28 September 2025.

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