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Press Release

Nuremberg trade fair organizer AFAG takes over NETCOMM GmbH

The private trade fair organizer AFAG will take over the Munich trade fair organizer NETCOMM on July 1, 2022. The portfolio of NETCOMM GmbH includes the Munich SecurityExpo, the Munich Human Resources Fair and the Sales Marketing Fair.

Munich – The former managing directors and shareholders of NETCOMM GmbH, Walter and Renate Richter, will go into well-deserved retirement on July 1, 2022 and hand over the business to AFAG Messen und Ausstellungen GmbH and thus to the new managing directors Henning and Thilo Könicke. The events of NETCOMM GmbH will continue under the new management at the familiar location in Munich.

Henning and Thilo Könicke, as managing directors of the family-owned company AFAG, have many years of experience in the trade fair industry: "We are pleased to be able to continue and further develop the three NETCOMM trade fairs, which are already well established in the market. AFAG has a tradition of more than 70 years as a trade fair organizer, and we would now like to bring this experience to the NETCOMM events. In addition, there are various points of contact between the AFAG and NETCOMM events in terms of content and concept, from which both sides can benefit. We thank the Richter family for their trust in placing the future of their company in our hands."

The Richter family is retiring on July 1: "We are pleased to have found competent and committed successors for the three trade fairs "SicherheitsExpo", "Personalmesse" and "Sales Marketing Messe München" in AFAG and the managing directors Henning and Thilo Könicke. We are certain that their many years of trade fair expertise will enable the three events to be successfully developed and expanded," say Walter and Renate Richter.

NETCOMM GmbH was founded in 1999 and is based in Munich. The portfolio includes three events. The largest event in the portfolio is SicherheitsExpo, which was last held at the MOC on June 29 and 30, 2022. At SicherheitsExpo, around 150 exhibitors presented offerings from the fields of building security, fire protection, communications and data protection. The next event in NETCOMM's calendar is the Munich Human Resources Fair on October 25, 2022, followed in the spring by the Sales Marketing Fair on March 2, 2023. The next date for SicherheitsExpo has also already been set: June 28 and 29, 2023. For exhibitors and visitors to NETCOMM events, the contact persons will remain the same and existing contracts will continue to apply.

AFAG Messen und Ausstellungen GmbH is one of the most successful private trade fair organizers in Germany. AFAG has been operating from Nuremberg since 1947 and from Augsburg since 1991. To date, AFAG has staged nearly 800 trade fair events for a wide variety of industries and topics. AFAG's portfolio currently comprises 20 events. These include international trade fairs as well as national consumer fairs. In addition, special interest trade fairs, congresses, events and show events are also staged by AFAG. AFAG currently employs around 70 people.

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