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## NürnbergMesse CEO Dr Roland Fleck named Honorary Professor

- NürnbergMesse CEO Dr Roland Fleck has been named an Honorary Professor of Mittweida University of Applied Sciences
- This appointment further strengthens the cooperation between business and academia, specifically between NürnbergMesse and Mittweida University of Applied Sciences with its decentralised university network
- Like other prestigious corporations, NürnbergMesse is relying on its cooperation with CMU Campus M University to help recruit qualified young talent

Dr Roland Fleck, who has been Vice Mayor for Economic Affairs of the City of Nuremberg since 1996, as well as CEO of NürnbergMesse GmbH since 2011, has been named an Honorary Professor of Mittweida University of Applied Sciences (HSMW) in the German state of Saxony, effective 1 May 2022. In making this appointment, the university recognised Fleck's contributions to the development of the Nuremberg campus of Campus M University (CMU) during his term of office as City Councillor of the Franconian metropolis, as well as his work as lecturer at CMU since 2012.

The Rector of Mittweida HSMW, Prof. Dr Ludwig Hilmer, stated the following reasons for this decision upon presenting the certificate of appointment: "In the last two decades, Roland Fleck has proved to be a highly dedicated and skilled partner in strengthening the international network of Mittweida University of Applied Sciences and in developing the Nuremberg campus as part of our decentralised university network. We are very pleased to have this exceedingly effective ally as an Honorary Professor of our university."

Professor Heinrich Wiedemann, Academic Director of Campus M University at the Munich and Nuremberg locations, is likewise pleased with this decision: "As Vice Mayor of the City of Nuremberg, Roland Fleck had already made an invaluable contribution to strengthening the university's network. And since 2012, he has enriched our team of lecturers and

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practitioner partners in Nuremberg in his role as CEO of NürnbergMesse. The recent appointment as Honorary Professor is the next logical step in this longstanding relationship.”

**Professor Dr Fleck** himself considers his appointment as Honorary Professor in the subject area of “Global Business” to be both an honour and a joy: “It is an honour for me to belong now to the staff of this renowned university as an Honorary Professor. I am, of course, very happy with this decision and view this appointment as a recognition of the work of my many NürnbergMesse colleagues on the team of lecturers at Campus M University. It can also be seen as a token of appreciation of our contribution to the transfer of practical knowledge to the university, from which the university’s students benefit every semester.”

His colleague on the senior management team of NürnbergMesse, **Peter Ottmann**, is likewise pleased with the recognition that Roland Fleck has received for his work at the interface between academia and business. He also emphasised the importance of cooperation with universities in general: “Like many other renowned corporations such as adidas, AUDI, and BMW, NürnbergMesse relies on the cooperation with HSMW and Campus M University particularly in its efforts to recruit qualified young talent. Cooperation with universities has become an indispensable part of the toolkit of modern human resources management.”

#### **About Mittweida University of Applied Sciences (HSMW):**

With a history that dates back more than 150 years, Mittweida University of Applied Sciences, which is based in the Free State of Saxony, is one of the most prestigious universities in Germany. With approximately 6,500 students, it sets standards today for digital instruction and teleworking. In addition to its main campus in Mittweida, other locations in Munich, Nuremberg, Düsseldorf, Hamburg, and Barcelona are part of HSMW’s decentralised university network. The portfolio today includes modern courses of study in the subject areas of engineering sciences, computer science, applied biosciences, social work, business, and media.

#### **About the NürnbergMesse Group**

The NürnbergMesse Group is one of the 15 largest exhibition companies in the world. It includes NürnbergMesse GmbH and that company’s 15 subsidiaries and affiliates. The Group employs more than 900 people at eleven locations in Germany, Brazil, China, India, Italy, Greece, Austria and the USA. It also has a network of international representatives in more than 100 countries. Its portfolio comprises some 120 national and international

exhibitions and conferences held in person and as digital events, focusing on five general fields: Retail & Consumer Goods, Building & Construction, Process Technology, Electronics & Security, and Social & Public. Its events safeguard jobs and generate tax revenues as well as billions of euros in purchasing power effects each year, making NürnbergMesse a major economic engine for the Nuremberg metropolitan region and Germany as a whole.

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