

Press release

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Messe Frankfurt reorganises consumer goods sector

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After Julia Uherek and Philipp Ferger took over as Vice Presidents of Consumer Goods Fairs at Messe Frankfurt Exhibition on 01 June 2021, they are now setting up their team with an eye to the future. Further personnel changes at management level will come into effect on 01 July 2021.

In order to be even more active in shaping the currently accelerating process of change in the consumer goods sectors in future, to tap new potential and to further intensify consulting services for customers from Germany and abroad, Messe Frankfurt has decided to appoint Julia Uherek and Philipp Ferger as Vice Presidents of Consumer Goods Fairs at Messe Frankfurt Exhibition with effect from 1 June 2021. Both will thus be responsible for all leading trade fair brands such as Ambiente, Christmasworld, Creativeworld or Paperworld as well as future trade fair formats and platforms.

In a second step, the sales teams as well as the marketing and communication responsibilities will be reorganised with effect from 1 July 2021. In future, Ferger will be responsible for the strategic sales orientation of all trade fair brands and future trade fair formats. As before, Ambiente will be organised and managed by Yvonne Engelmann for the Living and Giving segments and Thomas Kastl for Dining. Eva Olbrich will continue to be responsible for Christmasworld and will also be in charge of Creativeworld. Bettina Bär will take over the management of Paperworld. Susanne Schlimgen remains responsible for the regional fair formats. Michael Reichhold will take over the management of the newly created Shared Expertise Department, in which overarching processes and implementation activities for trade fair marketing and organisation to exhibitors will be centralised. Ferger says: "At this point, we would like to express our special thanks to Michael Reichhold, who will now intensively promote the topic of digital transformation and, with his many years of trade fair experience and at the same time high level of process and system knowledge, will make our internal structures fit for the future. With this powerful and streamlined set-up, we will be able to respond even more intensively and quickly to market requirements as well as individual customer wishes and place and further develop our leading trade fair brands on the market in a more targeted manner than before for the benefit of our exhibitors and visitors."

In her function as Vice President of Consumer Goods Fairs, Uherek is

responsible for the entire marketing communications of all trade fair brands as well as future formats and platforms. An important part of this is the strategic content development for both existing physical trade fair formats and new digital developments. As before, Yvonne Clemens is responsible for the development, adaptation and implementation of marketing campaigns, but from now on for all existing trade fair formats and platforms in the consumer goods sector. In parallel, Erdmann Kilian will be responsible for media relations for all consumer goods trade fair formats and platforms. Margit Herberth will take over the management of the newly created Multimedia & Data department, which ensures the payout of all communication formats in the corresponding channels. The department is also responsible for the implementation of audio and video formats as well as the presence of the trade fair brands and platforms in social media. The newly created Content Department, which is responsible for the development and creation of all content in the form of fringe programmes, lecture areas etc. and their translation into digital formats, will be headed by Dorothe Klein, who previously coordinated the Ambiente fringe programme. Uherek adds: "With this reorganisation, we are taking a real quantum leap into a new age of content creation and integrated communication in order to further enhance the benefits and experience of our trade fairs and platforms for our customers. In particular, topics such as the simultaneous use of content at trade fairs and on the web, moving images and audio, but also the sensitive and targeted handling of customer data have become massively more important in recent years. With our new organisation and the resulting advantages, we are perfectly positioned for these challenges - online as well as on-site at our leading trade fairs."

Ferger and Uherek will continue to report to Stephan Kurzawski, Senior Vice President Consumer Goods & Sales Messe Frankfurt Exhibition, who comments: "With this reorganisation of the consumer goods sector, we are once again underlining our claim to be a driver of innovation and a pioneer in the sector. And all this in the interest of our customers from and all over the world."

Press information and photographic material:

<http://messefrankfurt.com/journalisten>

Conzoom Solutions – The platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of revenue. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

www.conzoom.solutions

Nextrade – the digital marketplace

The new digital ordering and data management system for suppliers and retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year.

www.nextrade.market

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com