

Press release

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Bettina Bär appointed Show Director of Neonyt and Val:ue in Messe Frankfurt's textile division

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With effect from 15 October 2021, Bettina Bär is taking over as Show Director of Neonyt and new tradeshow format Val:ue in Messe Frankfurt's Textile & Textile Technologies division. Both tradeshows are held during Frankfurt Fashion Week.

In the future, Bettina Bär will be responsible for the strategy and concept of the two trade fair formats Neonyt and Val:ue, as well as their contents, organisation and further development. She will be taking over from Thimo Schwenzfeier, who, after more than eight years at Messe Frankfurt, is leaving the company to pursue new professional challenges. In her new position, Bär will report to Olaf Schmidt, Vice President of Textiles & Textile Technologies at Messe Frankfurt GmbH.



Since 2012, Bettina Bär has held various positions for Messe Frankfurt in the field of consumer goods fairs and was recently Show Director of Tendence. Among other things, Bär was jointly responsible for the Ethical Style Guide, whereby sustainable exhibitors at Tendence were separately identified and communicated according to a jury's decision. As part of her dual role, Bettina Bär will also be taking over the management of new fashion fair Val:ue, which – as the future base of the “Quality & Mainstream Fashion” segment – will be launched for the first time at Frankfurt Fashion Week in January 2022.

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

Further details and registration: www.value.messefrankfurt.com

Instagram: <https://www.instagram.com/value.frankfurt/>

Facebook: <https://www.facebook.com/value.frankfurt>

LinkedIn: <https://www.linkedin.com/showcase/val-ue/>

YouTube: <https://www.youtube.com/channel/UC765CqmfgDRFzLgGsZp3ysA>

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

Val:ue

Frankfurt am Main, 18 to 20 January 2022