

### **Erhard Wienkamp: Messe Düsseldorf operative managing director to retire**



**In his 30 years at Messe Düsseldorf, Erhard Wienkamp has made a significant contribution to the company's current level of internationality and to the size of its leading global trade shows K, interpack and ProWein. On July 31, he will retire as Messe Düsseldorf's operative managing director. His successor will be Marius Berlemann, who will start in his new position on August 1.**

**Düsseldorf, July 30, 2024.** Erhard Wienkamp has worked in various functions at Messe Düsseldorf since 1993. After holding positions in the foreign trade department of the Federation of German Wholesale and Foreign Trade in Bonn and the German-Argentinean Chamber of Industry and Commerce in Buenos Aires, he took over the project management of the Papro, K and interpack trade shows at the beginning of his trade show career. Since 2002, the economics graduate has been responsible for Messe Düsseldorf's international trade show business as divisional manager and authorized signatory. In this role, he was also responsible for partner and guest events, official participations such as the joint exhibition booths of the Federal Republic of Germany and the State of North Rhine-Westphalia, special events, and the management of Messe Düsseldorf's international shows.

Erhard Wienkamp succeeded Hans Werner Reinhard as operative managing director in January 2020. In this role, he was responsible for the Plastics & Rubber portfolio with the leading global trade show K and nine trade shows abroad; the Health & Medical Technologies portfolio (MEDICA, COMPAMED, REHACARE and nine trade shows abroad); the Caravaning & Outdoor portfolio (CARAVAN SALON DÜSSELDORF and "All in Caravaning" in Beijing); the Wine & Spirits portfolio (ProWein and six trade shows abroad); and the Print Technologies portfolio (drupa, PRINT & DIGITAL CONVENTION and four trade shows abroad). He was also responsible for the areas Retail & Retail Technologies (EuroShop and EuroCIS in Düsseldorf, China in-store in Shanghai and in-store asia in Mumbai); Occupational Safety & Health (A+A and five trade shows abroad); Glass Technologies (glasstec and three trade shows abroad); and Beauty (BEAUTY DÜSSELDORF, TOP HAIR).

Moreover, he led the Corporate Social Responsibility unit and two of the three sales teams at Messe Düsseldorf. Erhard Wienkamp was also in charge of International Participations & Services; Special Events, which includes the German Houses at the Olympic and Paralympic Games; Conference Management; and the International Business department.

Dr. Stephan Keller, Lord Mayor of the state capital Düsseldorf and Chairman of the Supervisory Board of Messe Düsseldorf, is grateful for Erhard Wienkamp: “The trade shows that Erhard Wienkamp is responsible for are heavyweights in their industry, bringing people from all over the world to Düsseldorf year after year and not only enriching the international flair of our city but also promoting the regional economy.” The 78% of the 24,469 exhibiting companies in Düsseldorf in 2023 hailing from abroad meant the highest level of internationality among exhibitors ever (previous year: 75%), and with 39% of the 1,074,870 attendees coming from outside Germany, the share of international visitors was the second highest to date (previous year: 46%).

The global presence of Messe Düsseldorf, which Erhard Wienkamp had helped to promote, contributed greatly to these results, says Dr. Keller. The foreign trade shows and joint booths organized internationally by Messe Düsseldorf serve as powerful showpieces for Düsseldorf as a trade show and business location. Messe Düsseldorf’s portfolio now includes 73 events abroad, plus 25 trade shows at the home base.

Wolfram N. Diener, President & CEO of Messe Düsseldorf, emphasized Erhard Wienkamp’s immense contribution to the company’s success: “Erhard Wienkamp didn’t wait for the world to come to Düsseldorf, he went out into the world and carried the reputation of Messe Düsseldorf and the entire city to other countries and continents. His work has shaped the company like no one else’s.”

As of August 1, the 66-year-old will be succeeded in his function as operative managing director by Marius Berlemann. Having worked at Messe Düsseldorf for 13 years, the 38-year-old Berlemann most recently served as General Manager of Messe Düsseldorf Shanghai and Managing Director of Messe Düsseldorf China.

Erhard Wienkamp looks back on his time at Messe Düsseldorf with pride and gratitude: “It’s been an honor to be part of such a dynamic and dedicated team, one that has always strived to set the highest standards in the trade show industry. I’m

confident that my successor, with his extensive experience and commitment, will continue to propel Messe Düsseldorf forward. I wish him and the entire team nothing but success for the future.”

#### **The Messe Düsseldorf Group**

Messe Düsseldorf is among the most successful trade show organizers worldwide. It hosts around 40 trade shows, including 20 leading international ones, at its 613,000-m<sup>2</sup> exhibition center in Düsseldorf, Germany. Across 18 halls, international market leaders and top decision-makers of various sectors get together every year in order to present and discover innovations, to exchange ideas and to network. Messe Düsseldorf’s sectors of expertise include: “Machinery, Plants and Equipment,” including metallurgy and foundry technology (inter alia drupa, K, interpack, glasstec, wire and Tube); “Retail, Trades and Services” (EuroShop, EuroCIS, ProWein); “Health and Medical Technology” (MEDICA, COMPAMED, REHACARE, A+A); “Lifestyle and Beauty” (BEAUTY, TOP HAIR); “Leisure” (boot, CARAVAN SALON); and “Mobility” (XPONENTIAL, Flotte!). Completing this lineup are numerous conventions, corporate events, conferences and meetings by subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organizes more than 70 events. The corporate group’s global network encompasses 77 foreign representatives for 141 countries – including seven international subsidiaries.

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