

Presse
Press

Messe Düsseldorf pools Corporate Social Responsibility commitment

Andrea Eppert heads up new CSR department



By creating a new department for Corporate Social Responsibility (CSR) Messe Düsseldorf GmbH is pooling its commitment to the environment, its employees and society as a whole from 1 April. The new unit will be headed up by Andrea Eppert (41), who has served Messe Düsseldorf as Senior Manager Corporate Communications until now. As Head of CSR she will harness the sustainability approaches and initiatives of the company and develop an overriding CSR strategy oriented towards the United Nations' Sustainable Development Goals. As part of the company's social engagement Andrea Eppert will also be responsible for sponsoring. She will report to the Managing Director of Operative Trade Fair Business Erhard Wienkamp.

“The sustainability approach to the environment, our employees and society forms an integral part of who we are as a company,” explains Erhard Wienkamp, in whose division the new department is located. “Social responsibility aspects but also the promotion of environmental and climate protection have been enshrined in our Corporate Governance Code for over a decade now. With the new unit for Corporate Social Responsibility we pool these topics due to their increasing strategic importance. I am pleased that we succeeded in filling this new position from our own ranks. In Andrea Eppert we have been able to win over an experienced communications expert, who is committed to driving these topics.”

Andrea Eppert began her career after graduating as a Literature Translator in the press department of the Frankfurt Book Fair. In 2006 the native Düsseldorfer moved to Messe Düsseldorf, where she was in charge of press liaison for the trade fairs CARAVAN SALON, TourNatur, BEAUTY DÜSSELDORF, TOP HAIR – DIE MESSE as well as the make-up artist design show. Since 2016 she has acted as a Senior Manager of Corporate Communications at Messe Düsseldorf and has also been responsible in this position for communicating on CSR topics.

“I very much look forward to working in these varied fields of activity,” says Andrea Eppert and goes on to say: “At present, our focus is on social responsibility with the support for refugees from Ukraine. Alongside this, climate protection and the reduction of emissions are some of the most pressing issues. As platforms for innovations and incubators for future technologies trade fairs can play a crucial role in transforming industry and economy. In cooperation with the trade fair teams I want to create the conditions for our events to make an optimal contribution to achieving the targets of the Paris Climate Agreement,” says Eppert explaining her objectives. “Needless to say, we also look at our own carbon footprint. The further reduction of our emissions to achieve the global climate targets will be an essential task for the coming years.”

Characters: 2,910 (incl. spaces)

For more information on the ecological responsibility and the energy management system of Messe Düsseldorf visit www.messe-duesseldorf.com/environment

Messe Düsseldorf Group

Messe Düsseldorf is among the most successful trade fair companies worldwide. It hosts around 40 trade fairs including 20 leading international trade fairs at its 613,000 m exhibition centre on the Rhine. In the 18 halls the international market leaders and top decision-makers of various sectors get together every year in order to present and discover innovations, to exchange and network. The sectors of expertise of Messe Düsseldorf include: “Machinery, Plants and Equipment” (inter alia drupa, K, interpack, glasstec, wire and Tube); “Retail, Trades and Services” (EuroShop, EuroCIS, ProWein); “Health and Medical Technology” (MEDICA, COMPAMED, REHACARE); “Lifestyle and Beauty” (BEAUTY, TOP HAIR) as well as “Leisure” (boot, CARAVAN SALON). Add to this numerous conventions, corporate events, conferences and meetings by its subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organises 75 events and participations. The global network of the group of companies encompasses 77 foreign representatives for 141 countries – including 7 international subsidiaries.

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Contact:

Dr. Andrea Gränzdoerffer
Head of Corporate Communications / Press Spokeswoman
Tel.: +49 (0) 211/4560-555
Fax: +49 (0) 211/4560-87555
E-Mail: GraenzdoerfferA@messe-duesseldorf.de