

Messe Düsseldorf restructures operations, makes management changes

boot and drupa: Messe Düsseldorf flagship events change managing directors

On August 1, Marius Berlemann took over as the new Managing Director for Operations. The personnel change is accompanied by a restructuring of management responsibilities.

Düsseldorf, August 6, 2024. From now on, Messe Düsseldorf's leisure trade shows will be consolidated under the leadership of the operative management. To that end, the responsibility for boot, the world's largest watersports show, will shift from President & CEO Wolfram N. Diener to Marius Berlemann. The new Managing Director for Operations will also be in charge of CARAVAN SALON Düsseldorf, the leading international trade show for mobile travel.

In turn, drupa, the global No. 1 trade show for printing technologies, will no longer be a part of operative management, instead moving to Wolfram N. Diener, who's already in charge of many of Messe Düsseldorf's industrial trade shows: the leading global trade shows for the wire and tube industries, wire und Tube; the international valve trade show, VALVE WORLD EXPO; the world's largest packing trade show, interpack; the world's leading trade shows for the metallurgy and foundry industries, GIFA, METEC, THERMPROCESS and NEWCAST; and numerous other trade shows of the portfolios around the world. One recent addition is XPONENTIAL, the world's leading trade show for uncrewed systems and robotics in the U.S., which in February 2025 will for the first time host a European spinoff event in Düsseldorf: XPONENTIAL Europe.

Strengthening operations creates competitive advantages

Wolfram N. Diener empathizes the advantages of the reshuffled responsibilities: "Our trade fair portfolios are now organized in such a way to foster the best possible synergies in the coming years. That's how we'll reinforce the leading position of our trade shows in Düsseldorf and worldwide – while further driving their growth."

Besides boot and CARAVAN SALON, Marius Berlemann will be in charge of the world's leading trade show for plastics and rubber, K; the leading international trade shows for medical devices and healthcare, MEDICA and COMPAMED; the leading trade show for rehabilitation, prevention, integration and care, REHACARE; the global No. 1 trade show for Wines and Spirits, ProWein; the world's largest retail trade show, EuroShop; the leading trade show for retail technology, EuroCIS; the world's leading trade show for the glass industry, glasstec; the leading global trade show for occupational safety and health, A+A; the international cosmetics and wellness trade show, BEAUTY DÜSSELDORF; and the international trade show for hairdressers, TOP HAIR; plus a number of international trade shows in the respective portfolios.

Marius Berlemann is committed to an active future: "In my role as Managing Director for Operations, my focus will be on continuously boosting the position of our world-leading trade shows here in Düsseldorf to further reinforce our home base. This includes strengthening our foreign business in order to bring even more international trade show guests to Düsseldorf."

Exhibition center investments as the basis for business success

While the operative business has been reorganized, Bernhard J. Stempfle, Managing Director Finance and Infrastructure, will continue to be in charge of the entire finance department as well as of the Digital Strategy & Communication division and the Technology division. "As we aim to provide the best foundation for the commercial success of our industries, we're not only continuously evolving our digital services, we're also expanding investments in our state-of-the-art, highly functional exhibition center in Düsseldorf. This is how we'll create the best return on investment for our customers," says Stempfle.

Consisting of Wolfram N. Diener, Marius Berlemann and Bernhard J. Stempfle, Messe Düsseldorf's management is optimally positioned to work side by side with the entire workforce to elevate the company's competitive edge.

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-m² 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 142 countries – including seven international subsidiaries.

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