

Press

Steffen Jantz appointed “MarCom” Director at Messe Düsseldorf



As of 1 January 2020, Steffen Jantz (53) will take over the Trade Press and Marketing Services departments of Messe Düsseldorf GmbH as “MarCom” Director. He will thus simultaneously be in charge of both the Trade Press Department, which is currently headed on an interim basis by Wolfram Diener, operative Managing Director, and the department “Marketing Services”, which is headed by Bernhard Wagner, who will be retiring on 30 September 2020. Steffen Jantz will report to Dr. Christian Plenge, Division Director of Digital Strategy and Communication.

After initial roles in Saxony’s state parliament and its state sports federation Landessportbund Sachsen, Jantz, a graduate of sports management and journalism, was responsible for corporate communications at media group PSR-Mediengruppe from 2003 before heading up the communications department of the City of Leipzig for four years. After two years in charge of sales at Ströer Deutsche Städte Medien GmbH from 2010, he moved to Leipziger Messe GmbH in 2012, where he is currently Head of the Communications Department.

Zeichen: 1.127 Zeichen (inkl. Leerzeichen)

The Messe Düsseldorf Group:

With a revenue of around EUR 294m in 2018, the Messe Düsseldorf Group has maintained its position as one of Germany’s most successful trade fair companies. 26,800 exhibitors presented their products to 1.14m trade visitors at events in Düsseldorf last year. Compared with previous events, this was an increase in the numbers of both exhibitors and visitors. The Düsseldorf exhibition centre hosts around 50 trade fairs in five sectors of expertise: machinery, plants and equipment; retail, crafts and services; health and medical technologies; lifestyle and beauty; and leisure. The trade fairs include 23 own number-one trade fairs, as well as, currently, 15 strong partner and guest events. Also, its subsidiary Düsseldorf Congress held around 2,200 conventions, corporate events, conferences and meetings in 2018, attracting around 1.6m delegates in all. In addition, the Messe Düsseldorf Group organises 70 own events, joint events and contracted events in other countries and is one of the leading export platforms in the world. The international attendance is particularly high with the capital goods trade fairs of Messe Düsseldorf GmbH. In 2018, Messe Düsseldorf’s own events in machinery, plants and equipment attracted approx. 77% international exhibitors and 70% trade visitors from other countries. In all, Düsseldorf trade fairs were attended by customers from about 180 countries. The group runs a global network of 77 international offices for 141 countries, including 7 international subsidiaries.

Kontakt:

Dr. Andrea Gränzdörffer
Leiterin Unternehmenskommunikation / Pressesprecherin
Tel.: +49 (0) 211/4560-555
Fax: +49 (0) 211/4560-87555
E-Mail: GraenzdoerfferA@messe-duesseldorf.de

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