Messe München International

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Press Release

Michael Pöllmann Heads New Global Sales Division at Messe München International

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- German and Worldwide Sales brought together in a New Division

Messe München International has restructured its German and worldwide sales operations. As of the beginning of 2012, all sales activities are now managed from a new division, Global Sales. Heading this organizational unit is Michael Pöllmann (44).

The new 30-strong division comprises the three departments of Sales Germany, Media Sales and Global Sales Management. The latter is responsible for the worldwide sales activities of the foreign representatives and regional offices of Messe München International in over 90 countries. For the departments of Sales Germany and Media Sales, Pöllmann reports to the Deputy CEO of Messe München, Norbert Bargmann; for Global Sales Management, he reports to the Managing Director, Eugen Egetenmeir.

Norbert Bargmann: "In this new sales unit, we have created the organizational and personnel set-up for targeted growth at home and abroad." Each year over 30,000 exhibitors from Germany and around the world take part in the events held in Munich and in the trade shows organized by Messe München International outside Germany. Eugen Egetenmeir again: "With this more targeted strategic management, we are aiming to leverage our global sales potential more strongly. And we expect that this will also generate a considerable improvement in results in the medium term."

The new Executive Director Global Sales, Michael Pöllmann, has been working at Messe München for thirteen years, one of his achievements during that time being to successfully set up and expand Sales Germany. Prior to this, Pöllmann, a graduate in business administration (University of Applied Sciences, Munich), gained seven years' experience in marketing and sales, in various positions including, for example, on the agency side and in a Japanese and an American company. Since 2004 Michael Pöllmann has also been a guest lecturer on the subject of exhibition management at the University of Munich.

Messe München International
Messe München International is one of the world´s leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors

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and around two million visitors take part in the events held in the New Munich Trade Fair Center, the ICM – International Congress Center Munich, and in the MOC Event and Order Center. The leading international trade fairs of Messe München International are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen), a society for the voluntary monitoring of fair and exhibition statistics.

In addition, Messe München International organizes trade shows in Asia, Russia, the Middle East and South America. With six subsidiaries in Europe and Asia and more than 60 foreign representatives actively serving over 90 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade show company to be awarded energy efficiency certification from the technical inspection authorities TÜV SÜD.

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