

Munich, 23-Aug-2011

**Press release**

## **Stefan Rummel becomes new Director of Corporate Strategy at Messe München**

**Munich, 22 August 2011.** The Management Board of Messe München has appointed Stefan Rummel as its new Director of the Central Division Corporate Strategy. Mr Rummel (34) thus succeeds Dr Wolf-Dietrich Müller, who became Executive Director of the Business Unit Capital Goods Fairs at the beginning of August. Klaus Dittrich, Chairman & CEO of Messe München: "We have set ourselves some ambitious goals for the coming years: We want to direct our activities at home and abroad even more strategically and to generate above-average growth. With Stefan Rummel at the helm of this strategic business area, we are very well set up to meet the coming challenges."

Stefan Rummel is a graduate in business management, specialising in innovations management and marketing. He studied in Munich, Wiesbaden and New York. Following various posts in development, sales and product management at a large media concern, he then moved into corporate consultancy. Since 2010 he has been working for Messe München, most recently in charge of the Department for Corporate Development and the Management Office.

"I am very much looking forward, in such a central position, to working with my team on shaping the future development of Messe München. As well as improving the cost and productivity situation, we will be focusing above all on increasing innovations capability and developing innovative service concepts in the interests of our customers," said Rummel.

### **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 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.

Messe München GmbH  
Messegelände  
81823 Munich  
Germany  
[www.messe-muenchen.de](http://www.messe-muenchen.de)





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