

Munich, 08-Aug-2011

**Press release**

## **Dr Wolf-Dietrich Müller appointed as Messe München's new Executive Director of Capital Goods Shows**

**Munich, 8 August 2011.** Dr Wolf-Dietrich Müller has taken over as Executive Director of the Business Unit Capital Goods Shows at Messe München GmbH as of 1 August 2011. Grouped together within this Business Unit are a number of leading world fairs, among them the construction machinery trade fair bauma, which is the world's biggest trade fair by area, taking up 555,000 square metres of exhibition space. "We are very pleased that Dr Müller is now taking over the leadership of this important business area. He has great expertise and many years of experience in international trade fairs," said Klaus Dittrich, Chairman & CEO of Messe München.

Dr Müller has been with Messe München since 1982, most recently in charge of the Central Division Corporate Strategy. Before that he was Head of Guest Events and the independent profit centres ICM – International Congress Centre Munich and the M,O,C, Events and Order Centre. He was also a driving force behind the development and acquisition of many new trade fairs and events (among them AUTOMATICA and Intersolar). Also, the business area of International Site Evaluation was successfully built up under his leadership. Here, Dr Müller helped shape the design and development of many new exhibition centres, in particular on the Arabian peninsula, in Eastern Europe and in Asia.

"I am very much looking forward to this new challenge and to working together with a highly professional team," said Dr Müller, who is also an authorised representative of the management board and an authorised signatory of Messe München. "Together we want to further expand and secure the leading position of our capital goods fairs and grow our business at home and abroad."

As well as bauma and its Asian sister fairs bauma China (Shanghai) and bC India (Mumbai), Messe München has a number of other heavyweights in the portfolio of the Business Unit Capital Goods Fairs: for example, in the field of environmental technology, IFAT ENTSORGA, the 'World's Leading Trade Fair for Water, Sewage, Waste and Raw Materials Management'; transport logistic, the world's largest 'International Exhibition Logistics, Mobility, IT and Supply Chain Management'; and the world's leading trade fair for the ceramics industry, CERAMITEC.

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



The next event coming up in the calendar of the Business Unit Capital Goods Fairs is the 'International Trade Fair for Commercial Property and Investment', EXPO REAL. This is being held at the New Munich Trade Fair Centre, from 4 to 6 October 2011. EXPO REAL covers the entire spectrum of investment property and provides an international networking platform for the key markets of Europe, encompassing also Russia, the Middle East and the US.

### **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.