

Curriculum Vitae

Dr. Reinhard Pfeiffer – Managing Director, Messe München GmbH

Reinhard Pfeiffer (born 1963) has been a Managing Director at Messe München GmbH since July 15, 2008. He is responsible for the international trade fairs BAU, drinktec, INTERFORST, oils+fats and for the public fair f.re.e. Since the beginning of 2010 he has also been in charge of the Building Center in Poing. And since October 15, 2010, his responsibilities also include the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München and the business area Guest Events.

In terms of the Central Divisions of Messe München GmbH, Dr. Pfeiffer has overall responsibility for Construction and Technical Infrastructure and for Internal Services, which includes finance, purchasing, legal affairs, organization and management of affiliated companies in Germany.

Before coming to Messe München GmbH, from 2005 onwards, Dr. Pfeiffer was Managing Director of Bayern International GmbH, a company which focuses on organizing and managing Bavarian pavilions at trade fairs around the world. Dr. Pfeiffer graduated in law, and after passing the Second State Exam he began his professional career in 1992 at the Bavarian Ministry of Economic Affairs. Following spells in Bonn and Berlin he then headed the press department at the Bavarian Ministry of Economic Affairs in Munich for five years from 2000 onwards.