

Press release

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New Director Sales Guest Events at Messe Frankfurt

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As of 1 September 2020, Eva Klinger is taking over at the helm of Messe Frankfurt's Sales Guest Events department

A Business Administration graduate, she has held various positions at Messe Frankfurt since 2007, most recently as a Project Manager at Business Process Management. In this position, she was responsible above all for optimising company processes, in which connection she was instrumental in restructuring Sales Guest Events. She is replacing Silke Calder, who is leaving the company to move to Australia for family reasons.

Sales Guest Events remains very busy even during the coronavirus pandemic. Michael Biber, Vice President of Guest Events at Messe Frankfurt Venue GmbH: "We are delighted to have found yet another highly experienced trade fair specialist for this challenging position. After rescheduling many events in 2020, our colleagues are primarily engaged in extensive discussions with organisers with a view to planning future events at Messe Frankfurt's locations." Every year, some 260 guest events are held in the company's Frankfurt exhibition grounds, including major international trade fairs, congresses and conferences as well as concerts and other events.

The main focus of marketing is still on events as platforms for personal interaction. And so that all events can be held successfully and safely, even in these unusual times, event organiser and venue operator Messe Frankfurt has developed a protection and hygiene concept that guarantees the highest safety standards for all event participants. These guidelines contain all key hygienic, medical and organisational aspects that are to be taken into account when planning and running an event. All measures have been coordinated with the relevant authorities and continue to be on an ongoing basis.

The first events to be held under the current conditions are scheduled to take place in Frankfurt very soon, such as the Handelsblatt Banking Summit on 2 and 3 September 2020 in Messe Frankfurt's revitalised Congress Center.

Press information and photographic material:
messefrankfurt.com/journalists

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With just under 2,600 employees at 29 locations, the company generates annual sales of some €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com