

Press release

08 Januar 2019

Central sales for Messe Frankfurt guest events

Ina Stoltze
Tel. +49 69 75 75-5816
ina.stoltze@messefrankfurt.com
www.messefrankfurt.com

As of 1 January 2019, Messe Frankfurt will be centralising sales operations for its Locations business field. This includes all trade fairs, congresses/conferences and other events that are held as guest events at its Frankfurt base. Silke Calder will be in charge of sales.

By bundling sales activities in its Locations business field, Messe Frankfurt is aiming to further improve its efficiency and customer orientation in future. As Johann Thoma, Vice President of Guest Events at Messe Frankfurt, explains: "The new sales structure allows us to respond more quickly to changing market conditions. At the same time, this strategic measure gives rise to even more precise controlling options and allows us to speed up and simplify processes – especially for the benefit of our customers."

The new organisational unit will be the responsibility of Silke Calder (45), a sales and event specialist with many years of international and operational experience in the trade fair, congress and event industry and in the creative/agency sector. Between 2005 and 2008, she also held a number of different positions at Messe Frankfurt Middle East in Dubai, where she was responsible for various events and conferences. Silke Calder is married and has two children.

As well as the central sales unit, the three established project management departments will continue to provide in-depth assistance and expert advice in carrying out all guest events: Partner & Guest Trade Shows headed by Axel Nissler, Congress Frankfurt under the new leadership of Romina Gowin-Becker, and Events with Dieter Otto still at the helm. Johann Thoma: "For us, market proximity and direct personal contact are key parameters for increasing the satisfaction of our customers on an ongoing basis."

Every year, over 260 guest events are now held in Messe Frankfurt's Location business field.



Silke Calder, Director Sales Guest Events, Messe Frankfurt

Press information and photographic material:

<http://m-es.se/Pn38>

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at 30 locations, the company generates annual sales of around €715* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. With its headquarters 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

*preliminary figures 2018