



Messe München

Press Release

MESSE MÜNCHEN FURTHER ENHANCES INTEGRATION OF ITS RUSSIAN BUSINESS INTO THE GROUP

December 28, 2018 | Messe München fosters its engagement in Russia. Since November 8, 2018 the subsidiary CTT Expo LLC has a new company name: *Messe Muenchen Rus LLC*. The name change is an important milestone in the strategic business development in Russia.

- Subsidiary „CTT Expo LLC“ renamed “*Messe Muenchen Rus LLC*”
- Previous foreign representative will be integrated into *Messe Muenchen Rus LLC* in the next year

In 2015, Messe München made the largest acquisition in its company history at that time and expanded its portfolio with the world’s fifth-largest construction trade show, the Russian “Construction Equipment & Technologies / CTT”. The trade show now belongs to the bauma-Network and was renamed bauma CTT RUSSIA in 2017.

In the beginning, the organizing subsidiary CTT Expo LLC was named after the trade show due to brand awareness. Now the company name was changed to *Messe Muenchen Rus LLC* to be aligned with Messe München Corporate Identity.

Simultaneously the previous foreign representatives will be integrated into the subsidiary *Messe Muenchen Rus LLC*. Ms. Larissa Kovalenko and her team, who successfully represented Messe München in Russia for more than ten years, make the Russian trade show team complete.

„With our subsidiary *Messe Muenchen Rus LLC* as the organizer of the trade show bauma CTT RUSSIA and its CEO, Mr. Sergey Alexandrov, the Messe München Family is well positioned and perfectly represented in the Russian market. This allows us to further develop and strengthen our activities there”, says Mr. Stefan Rummel, Managing Director and responsible for the foreign subsidiaries of Messe München.

Further information under www.messe-muenchen.de

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Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungscenter München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.