



Press release

ROLF PICKERT NAMED NEW MANAGING DIRECTOR OF MESSE MUENCHEN DO BRASIL

March, 24 2020 | The top manager with a profound understanding of industries in the South American market will become Managing Director of Messe Muenchen do Brasil on April 1, 2020.

- Brazilian subsidiary of Messe München to get new leadership on April 1, 2020
- Experienced manager at international companies
- Broad knowledge about the capital goods industry

Messe München has selected Rolf Pickert to become Managing Director of its Brazilian subsidiary, Messe Muenchen do Brasil Feiras Ltda, based in São Paulo. The new Managing Director has a broad range of management expertise, particularly in the construction machinery industry in the Brazilian market. “Rolf Pickert is the ideal person for our continued company and business growth in Brazil,” said Klaus Dittrich, the Chairman and CEO of Messe München. “He has many years of international experience, especially in the automotive and construction machinery industries.”

High level of expertise in the Brazilian market

Pickert was most recently the Managing Director of the German-Brazilian joint venture Brasbauer Equipamentos de Perfuração Ltda in São Paulo. Previously he worked as a manager for a number of different capital goods companies. The German-Brazilian national has an extensive amount of experience in business development at international companies. “I am really looking forward to the exciting opportunity of continuing Messe München’s development in a really promising market,” Rolf Pickert said. “The Brazilian market has tremendous potential for new topics.”

Brazil is an important growth market for Messe München

Stefan Rummel, the Managing Director at Messe München who oversees the company’s international business activities, said he was excited about working with Rolf Pickert. “With the hiring of Rolf Pickert, we were able to recruit an experienced industry expert who can further expand our activities in Brazil and

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carry out our ambitious strategy for Latin America,” Stefan Rummel said. “I would also like to expressly thank Katharina Schlegel for the exceptionally good work she did over the past 14 months.”

Katharina Schlegel served as the Interim-Managing Director of Messe Muenchen do Brasil over the past 14 months. On April 30, 2020, Schlegel will resume her previous position as head of the IFAT international trade fairs in Munich. She will then strategically enhance the largest international cluster of Messe München with seven events.

Brazil is of one the main target countries of Messe München for the development of new business fields and trade fairs. The portfolio of Messe Muenchen do Brasil comprises M&T Expo and Smart.Con. Both trade fairs are held in conjunction with a long-range partnership with Sobratema. By creating this alliance, Messe München rounded out its global network in the bauma cluster.

Messe München

Messe München is one of the world’s leading networking platforms. In a reflection of the slogan “Connecting Global Competence,” Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München’s portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues. These trade fairs include the world-leading trade fairs bauma, BAU, IFAT and ISPO. The roughly 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors.

Messe München has one of the most modern exhibition grounds in the world and with its four locations in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München, and the Conference Center Nord, is able to fulfill all its customers’ requirements individually. Messe München is very successful in its domestic market in Munich as well as in other countries. It is active in all important growth markets: China, India, South Africa, Brazil, Russia and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.