



Press Release

Messe München appoints Michael Wilton as General Manager of its subsidiary company in Singapore

June 2, 2020 | For its business in Singapore, Messe München has taken on a top manager with international connections: Michael Wilton is the new General Manager as of June 1, 2020. This experienced executive has worked in management positions in the trade-fair business for over ten years.

- Asia expert from the trade-fair industry
- A broad portfolio of industry knowhow
- The Singapore location as ASEAN hub

With effect for June 1, Michael Wilton has taken on the management of the operational side of Messe München's business in Singapore and is thus responsible for further strategic development for the Southeast Asian market.

The new General Manager of the Messe München subsidiary worked in leading positions for Mack Brooks Exhibitions since 2007. In this role, his responsibilities included the growth strategy of the international exhibition organizer in the Asian region. Aside from the great expertise he acquired there in the Asian trade-fair market, he has considerable knowhow about the market in Great Britain, Europe and the USA as well as a broad portfolio of industry knowledge.

“As part of our strategic orientation, the company in Singapore is to be extended into an ASEAN hub and will play an important role in future in the exporting of established trade shows to the region as well as in developing new event formats. With his expertise, Michael Wilton is the ideal appointment for this strategically important position in the management of our Asian subsidiary”, emphasizes Klaus Dittrich, Chairman & CEO of Messe München.

The role of the Singapore location is to be further strengthened in the coming years. Through a permanent local presence under strong management, the process of identifying growth possibilities should be driven ahead.

Stephanie Schuler
Brand Manager
Tel. +49 89 949-20737
Fax +49 89 949-97-20737
stephanie.schuler@messe-muenchen.de

Aleksandra Solda-Zaccaro
Chief Marketing & Communications Officer (CMCO)
Tel. +49 89 949-20730
Fax +49 89 949-97-20719
aleksandra.solda@messe-muenchen.de

Messe München GmbH
Messegelände
81823 München
Germany
www.messe-muenchen.de





“Michael Wilton stands out due to his extensive experience in the business development of international companies and thus brings the best qualifications to press ahead with our course of internationalization in Southeast Asia”, says Stefan Rummel, Managing Director of Messe München GmbH.

“I’m delighted to have the exciting task of advancing Messe München’s successful business in the Southeast Asian region, thus supporting the growth strategy of the company”, underlines Michael Wilton.

MMI Asia Pte. Ltd. Singapore

The company was founded at the beginning of the 1990s to build up business in the Asian region. The company operates in both Singapore and Hong Kong ((Special Administrative Region).

Since 2014, the operational side of the company’s business has consisted of organizing the event electronicAsia—an electronics components fair in Hong Kong (SAR) founded 1997—in a contractual joint venture with the Hong Kong Trade Development Council (HKTDC) as well as carrying out the outbound business in Hong Kong, Singapore (SAR) and, since 2020, in all of China too.

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 Munich. 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.