



MESSE
MÜNCHEN

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Successful duo: Reinhard Pfeiffer and Stefan Rummel reconfirmed as CEOs of Messe München for another five years

- Contracts of the two Managing Directors extended early
- Shareholders approve management team unanimously
- New successes at the trade fair after COVID-19: ready for the mega year of 2025

Messe München's general meeting of shareholders has extended the contracts of the two trade fair CEOs Reinhard Pfeiffer and Stefan Rummel, which run until the end of 2024, early by five years. With this decision, the shareholders honor the successful work of the two Managing Directors, who have been heading Messe München since July 1, 2022.

"With Reinhard Pfeiffer and Stefan Rummel, Messe München is in very good hands," says Dieter Reiter, Chairman of Messe München's Supervisory Board and Lord Mayor of Munich. "I am looking forward to continuing the very good collaboration with the executive team. By extending the contract ahead of time, I am also saying thank you for their performance to date."

Bavaria's Minister of Economic Affairs and Deputy Chairman of the Supervisory Board Hubert Aiwanger adds: "Messe München is back on track for success after the COVID-19 crisis. The two CEOs have set the right course. We are therefore focusing on continuity and with this extension are expressing our confidence in them."

"Our shareholders' confidence in us encourages us to continue consistently and successfully implementing our plans for Messe München's future with our trade fair teams in Germany and abroad," say Reinhard Pfeiffer and Stefan Rummel. Messe München group generated sales of 441.3 million Euros last year under their leadership, thus exceeding all expectations for the financial year, which had been cautiously calculated after the COVID-19 years. The two CEOs will continue to focus on the core business and key challenges: trade fairs and congresses, digitalization, the diversification of the international strategy, and sustainability concepts.

Willi Bock
Company Spokesman
Phone +49 89 949-21112
willi.bock@messe-muenchen.de

Messe München GmbH
Am Messesee 2
81829 München
Germany
messe-muenchen.de



Reactions of the shareholders

Both chambers also count on the duo. “Reinhard Pfeiffer and Stefan Rummel complement each other excellently as a dual leadership. Even before their appointment, they had already impressively demonstrated their expertise as trade fair organizers,” says Franz Xaver Peteranderl, President of the Chamber of Skilled Crafts for Munich and Upper Bavaria. Dr. Manfred Gößl, CEO of the Chamber of Commerce and Industry for Munich and Upper Bavaria, is certain: “The shareholders are united in their trust that Reinhard Pfeiffer and Stefan Rummel will carry on Messe München's success story and set new directions for the company at the same time.” And Martin Schöffel, State Secretary, Bavarian State Department for Finance and Homeland confirms: “Messe München is a central pillar in the state's shareholding portfolio and a significant economic engine for all of Bavaria. With the continuation of the proven dual leadership, Messe München is also ideally positioned for the future.”

The extension of the contracts sets the course for 2025: a mega year for both Managing Directors and their 1,100 employees in Munich and abroad, with all the major trade fairs such as BAU, bauma, expo real or automatica taking place, which will once again attract millions of visitors. In years like these, Messe München's trade fairs generate indirect profitability of more than four billion Euros across Germany.

Messe München

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its about 90 trade fairs worldwide. These include twelve of the world's leading trade fairs such as bauma, BAU, IFAT, electronica, and ISPO. Messe München's portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With the ICM – International Congress Center Messe München, the CCN – Conference Center North, and the MOC – Event Center Messe München, it offers space for a wide variety of events.

With around 1,000 employees in Germany and abroad, a network of over 15 affiliated companies, and almost 70 representations worldwide, Messe München is active in more than 130 countries. The more than 150 events held annually in Germany and abroad attract around 50,000 exhibitors and around three million visitors. Messe München thus generates annual indirect profitability of more than 2,5 billion euros in Bavaria, and creates around 23,000 jobs in the region, making it a driving force for the economy and tourism.

Messe München has the greenest and one of the most state-of-the-art exhibition centers in the world and, with an exhibition area of 200,000 m² in 18 halls and 414,000 m² of outdoor space, has one of the largest total areas. Messe München celebrates its 60th anniversary in 2024.