

Presse
Press

Project Communications at Messe Düsseldorf Readjust: Dietmar Thomas appointed Head of Trade Fair Press Department



1 January 2019 sees Dietmar Thomas (51) take the helm in Messe Düsseldorf's trade fair press department – which, alongside Corporate Communications and Marketing Services, forms one of the three communication pillars of the company. In this post Thomas will be in charge of trade fair communications for the individual projects.

The mediascape will now have a new main contact for the events of Messe Düsseldorf: 1 January 2019 will see Dietmar Thomas take office as the new head of the trade fair press department. In this role Thomas will be in charge of communications for all trade fair projects. He will strengthen the standing of the individual trade fairs in the mediascape and their perception in their relevant target groups and drive digital transformation of the project and trade fair communication. Dietmar Thomas reports to Dr. Christian Plenge, Division Director of Digital Strategy and Communication.

Wolfram Diener, operative Managing Director responsible in charge of Digital Strategy and Communication at Messe Düsseldorf, delights at filling this key position: "Our trade fairs are the global hubs and hinge points for their respective industries. In times of digital change it is all the more important to reach the sectors' target groups in an up-to-date, effective way and strengthen trade fairs as their first point of contact – also beyond the duration of the trade fairs proper." Dietmar Thomas, he adds, is the right person to do so as an experienced expert in communications.

Thomas comes to this new role from the Publicis group of agencies where he has established and managed the editorial department focused on content marketing in Düsseldorf since 2016. Prior to this position he served as a press spokesman in charge of marketing for brand companies and taking care of global product communications and held several executive positions at magazines and agencies in Germany and abroad. Thomas studied modern communication and learnt

script and creative writing for film and TV at the “School of Theater, Film and Television” of the University of California in Los Angeles.

“I look forward to using my 30 years of communication experience for Messe Düsseldorf, a company that organises numerous exciting and successful global No. 1 trade fairs. One of my key aims is to strategically develop further its project communication as part of digital transformation,” says Thomas, who follows on from Eva Rugenstein. In December 2018 this former head of the trade press department retired after serving in this role for 25 years at Messe Düsseldorf.

Messe Düsseldorf Group*:

With a turnover of around EUR 367m in 2017, the Messe Düsseldorf Group maintained its position as one of Germany's most successful trade fair companies. To the tune of 28,700 exhibitors presented their products to 1.35m trade visitors at events in Düsseldorf this year. They were joined by over half a million visitors to various conventions. About 50 trade fairs were held in Düsseldorf, including 23 No. 1 events in five areas of expertise: machinery, plants and equipment, retail, skilled crafts and services, medicine and healthcare, fashion and lifestyle, and also leisure. In addition, there were about 70 proprietary, joint and contracted events outside Germany, demonstrating the Messe Düsseldorf Group's role as a leading global platform for export. Messe Düsseldorf GmbH is the trade fair company boasting the highest degree of internationalism in capital goods exhibitions. In 2017 Messe Düsseldorf's proprietary events in machinery, plants and equipment attracted approx. 74% international exhibitors and 73% trade visitors from other countries to the Rhine. In all, Düsseldorf trade fairs were attended by customers from about 180 countries. The Group runs a global network of sales offices in 138 countries (74 international representations) as well as centres of expertise in 8 countries.

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