

Press

Changes on the project management team: Andreas Moerke returns to Messe Düsseldorf's home base

**CEO of Messe Düsseldorf's subsidiary in Japan to take over management
of New Business Development and ENERGY STORAGE EUROPE**



Messe
Düsseldorf

Düsseldorf's trade fair company focuses on energy storage as a key industry for energy systems of the future

In mid-2019 Dr Andreas Moerke (52) will be taking over as manager of New Business Developments and the ENERGY STORAGE EUROPE project, the leading international trade fair for energy storage. He will be succeeding Bastian Mingers (35), who is taking over as Global Head of Wine & Spirits, for instance at the ProWein trade fair.

Andreas Moerke has been Managing Director of Messe Düsseldorf Japan Ltd in Tokyo since September 2007. "Over the last 10 years our business in Japan has been focusing on increasing the attractiveness of Düsseldorf as a trade fair venue for Japanese exhibitors and visitors, as well as making our international venues and events more attractive for them," says Werner M. Dornscheidt, Chief Executive Officer of Messe Düsseldorf GmbH. He points out that Dr Moerke has been doing an excellent job in this. He very much values Dr Moerke's personality and his dedication in placing the Japanese subsidiary in an ideal position and stepping up sales. Under Andreas Moerke's management the number of Japanese exhibitors has increased substantially, particularly at the leading global trade fairs MEDICA, drupa, interpack and K.

Andreas Moerke has established a long-lasting foundation for the Energy Storage Summit Japan as part of the World of Energy Storage, a global series of trade fairs and conferences on the subject of energy storage. Dornscheidt is confident that Moerke's "expertise in Asian affairs, his excellent contacts with associations and customers and his experience in rolling out project areas in a difficult market environment make him the number-one choice for this business unit in Düsseldorf." There is a consensus that Andreas Moerke is exactly the right person to promote the forward-looking area of energy storage as a key industry of the future, that he will develop new formats in the medium term and that he will also make good use of nearly 20 years of managerial experience for the benefit of the exhibition team in Düsseldorf.

As a co-founder and partner of the management consultancy firm JEB interlogue GmbH in Berlin, Hamburg and Tokyo, Moerke has been gathering many years of experience since 2001, advising well-known international and Japanese companies from a variety of industries, including mechanical engineering, automotive, automotive suppliers, software and lifestyle. At the same time he headed up the Economics Department at the German Institute for Japanese Studies in Tokyo. Using his PhD in economics and Japanese Studies, he conducted research and planned and organised symposia and conferences as well as cooperative ventures with Japanese academia. He also analysed Japanese corporate strategies and different ways of accessing the Japanese market. Moerke has been on the supervisory board of Landscape Co., Ltd, Tokyo, since 2004 – a Japanese IT company that focuses on the development of databases, CRM systems and the provision of marketing services.

“I am pleased,” Moerke emphasises, “that I’m going back to Germany and that I’ll be continuing to contribute my experience in the international trade fair, event and consultancy industry to Messe Düsseldorf. One major challenge, though also an opportunity, will be to put the issue of energy storage even more prominently on the national and international agenda.” BVES, the German association of the energy storage industry, confirms the latest growth forecast for this industry in Germany and underlines its relevance to industrial policy in Germany. Set against the background of the planned fossil-fuel phase-out, energy storage is highly relevant to the system as a whole and therefore a decisive factor in the resulting structural changes.

ENERGY STORAGE EUROPE, which will be held in Düsseldorf from 12 to 14 March 2019, will focus on the entire spectrum of technologies and applications in the electricity, heat, and mobility sectors as well as on issues concerning business, storage applications and the mobility infrastructure. The event will be supported by a programme of international conferences offering the world’s widest range of topics relevant to all energy storage technologies, from research to practical application. This year’s ENERGY STORAGE EUROPE will feature 160 exhibitors with their innovative ideas and products. 4,500 trade visitors are expected, from over 60 countries. Further projects and cooperative ventures with ENERGY STORAGE EUROPE are running under Düsseldorf’s leading global trade fairs Bright World of Metals (which will include storage in the metal industry) and boot (with topics such as alternative fuels, hybrid drives and maritime climate protection).

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The Messe Düsseldorf Group*:

With a revenue of around EUR 290m in 2018, the Messe Düsseldorf Group has maintained its position as one of Germany's most successful trade fair companies. 26,800 exhibitors presented their products to 1.14m trade visitors at events in Düsseldorf last year. Compared with previous events, this was an increase in the numbers of both exhibitors and visitors. The Düsseldorf Exhibition Centre hosts around 50 trade fairs in five sectors of expertise: machinery, plants and equipment; the retail trade, trades and services; medicine and healthcare; lifestyle and beauty; and leisure. The trade fairs include 22 proprietary number-one trade fairs, as well as, currently, 15 robust partner and guest events. Also, its subsidiary Düsseldorf Congress holds around 2,800 conventions, corporate events, conferences and meetings, attracting around 640,000 delegates in all. In addition, the Messe Düsseldorf Group organises 70 proprietary events, participations and contracted events in other countries and is one of the leading export platforms in the world. The level of internationalism is particularly high for the capital goods trade fairs held by Messe Düsseldorf GmbH. In 2018, Messe Düsseldorf's proprietary events in machinery, plants and equipment attracted approx. 77% international exhibitors and 70% trade visitors from other countries. In all, Düsseldorf trade fairs were attended by customers from about 180 countries. The group runs a global network of sales offices in 141 countries (with 77 international offices), subsidiaries in 6 countries as well as several additional international affiliates.

* All figures are subject to final accounts.

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