

Presse

Press

“We generate added benefit for organisers”

Messe Düsseldorf strengthens successful division Partner and Guest Events



Kirstin Deutmoser takes over as Director of this Division

On 1 April Kirstin Deutmoser (51) took over the position as Director of the Partner and Guest Events division at Messe Düsseldorf GmbH. She succeeded Petra Cullmann, who had been responsible for partner and guest events for 16 years while lately also acting as Global Portfolio Director Plastics and Rubber.

“Kirstin Deutmoser has been serving Messe Düsseldorf in leading positions for over twelve years now,” explains Werner M. Dornscheidt, President and CEO of Messe Düsseldorf GmbH, and goes on to say: “We are very pleased that we succeeded in winning her over for a very important department at the homebase Düsseldorf after the re-organisation of the shoe trade fairs.” After being trained as a wholesale and retail merchant and completing her business administration studies Deutmoser started her career in retail and management consulting before joining the exhibition business. She worked at the Leipzig Trade Fair as a Project Director for fashion themes and in October 2005 assumed responsibility for GDS and tag it! by GDS, the latter of which will continue to be held as a guest event at the Düsseldorf exhibition centre. Commenting on this Dornscheidt said: “With Kirstin Deutmoser heading the Partner and Guest Events department, this team at Messe Düsseldorf will continue concentrating all their efforts on the tasks lying ahead of them.”

Importance of Partner and Guest Events is Growing

Even today partner and guest events substantially contribute to achieving Messe Düsseldorf's entrepreneurial goals. At present, there are 18 guest events taking place at the Düsseldorf exhibition centre. "And their importance is rising," explains Kirstin Deutmoser, "because partner and guest events are attractive not only in economic but also thematic terms for Messe Düsseldorf. Most of these events are also complementary for our own areas of expertise, such as PSI for retail, crafts and services, expopharm for medicine and healthcare as well as METAV for the machinery, plant and equipment."

Added Benefit for Organisers: Full Service in Düsseldorf

The Düsseldorf event management professionals know: just renting out hall space is no longer sufficient – not even for partner and guest events. "Our partners expect top services from a single-source," explains Deutmoser and goes on to say: "Only those delivering services of the highest quality and with passion will gain their partners' long-term loyalty." And this is precisely what the Messe Düsseldorf team does. Building on the competence and experience of one of the leading international trade fair organisers, Messe Düsseldorf offers its partners not only full service for running their events on site but also for any organizational issues in the run-up to the event, if needed.

Furthermore, close cooperation with its subsidiaries Düsseldorf Congress Sport & Event GmbH and Düsseldorf Tourismus GmbH also guarantees perfect organisation of concurrent congresses or seminars as well as the smooth coordination of extra services such as travel, hotel accommodation, supporting programme, etc.

On top of this, organisers benefit from the transport infrastructure with short distances to and at the exhibition centre as well as an optimal hall and infrastructure. "Of course, the urban environment also plays an important role," explains Kirstin Deutmoser referring to another asset of the trade fair organizers. "Düsseldorf is a cosmopolitan city with a very high quality of stay and a manageable size, in addition - an ideal mixture for our partners." On top of this, she stresses that Düsseldorf is located at the heart of one of Europe's strongest

economic regions and therefore also offers trade fair organisers and/or exhibitors and potential buyers excellent business opportunities.

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The Messe Düsseldorf Group*:

With a turnover of around EUR 430m in 2016, the Messe Düsseldorf Group maintained its position as one of Germany's most successful trade fair companies. 32,100 exhibitors presented their products to 1.6m trade visitors at events in Düsseldorf this year. They were joined by half a million visitors to various conventions. About 50 trade fairs were held in Düsseldorf, including 24 global leaders in five areas of expertise: machinery, plants and equipment, trade 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 that the Messe Düsseldorf Group is a leading global platform for export. Messe Düsseldorf GmbH is the trade fair company with the highest level of internationalism in capital goods exhibitions. In 2016 Messe Düsseldorf's proprietary events in machinery, plants and equipment had approx. 72 per cent international exhibitors and attracted 58 per cent 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 132 countries (71 international representations) as well as competence centres in 8 countries.

* All figures are subject to final accounts