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Press Release

Staff Turnover at ISPO in China

New Project Manager for ISPO BEIJING and ISPO SHANGHAI

Paul März (29) has been appointed project manager of ISPO BEIJING and ISPO SHANGHAI. He is succeeding Kerrin Mueggenburg , who has been responsible at Messe München for ISPO BEIJING since 2008 and is now taking maternity leave. Mr. März will also be responsible for ISPO SHANGHAI, which is taking place in the Shanghai New International Expo Center (SNIEC) from July 2 to 4, 2015 for the first time.

Paul März has been the new project manager for the two trade fairs in China ISPO BEIJING and ISPO SHANGHAI since August 1, 2014. As successor to Kerrin Mueggenburg, who positioned ISPO BEIJING successfully on the Asian market over the past years, he will also be responsible for the new ISPO SHANGHAI, which will present above all the segments Action, Water Sports, Performance and Fitness in addition to the Outdoor segment.

Paul März has been working for Messe München International since March 2013. After receiving a degree in business, he worked for Siemens in Singapore and AHK in Dubai, among others. In addition, he worked in strategy consulting for international corporate groups and a trade fair organizer with focus on emerging markets. He started his career at Messe München as Business Development Manager and has been a consultant for corporate strategy since December 2013. Sport is also a great passion of his in his personal life. He seeks challenges in triathlons, mountain climbing and skiing.

Tobias Gröber, Division Manager of Consumer Products at Messe München GmbH, stated the following about the new project manager: "I am very happy that we have found an internationally experienced successor for this responsible position. I am convinced that we can expand our success further with the brand ISPO in China with him."

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Messe München International

Messe München International is one of the world's leading trade-fair organizations with approximately 40 trade fairs for investment goods, consumer goods and new technologies just in Munich alone. More than 30,000 exhibitors and approximately two million visitors take part annually in the events on the trade fair grounds, in ICM Internationales Congress Center München and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are FKM-certified (Society for Voluntary Control of Fair and Exhibition Statistics), i.e., exhibitor and visitor statistics as well as area statistics, are determined according to uniform standards and audited by an independent auditor.

In addition, Messe München International organizes trade fairs in China, India, Turkey and South Africa. With a network of associate companies in Europe, Asia and Africa as well as more than 60 foreign representatives covering more than 100 countries, Messe München International has global presence. It also takes a pioneering role as regards sustainability. It is the first trade fair facility worldwide, which has been distinguished with the certificate "Energy-Efficient Company" by the Technical Standards Board South (TÜV SÜD).

About ISPO

Messe München International provides events and year-round services for the global sports industry under the brand name ISPO. The goal is to create comprehensive added-value for customers in positioning themselves successfully on the market.

The services help support the customers in their developing their business as well as in enhancing their contacts and relations. These already include ISPO ACADEMY, ISPO COMMUNITY, ISPO AWARD, ISPO BRANDNEW, ISPO TEXTRENDS, ISPO CARD, ISPO JOBS and ISPO NEWS. As internationally successful sport business platforms and multi-segment trade fairs, ISPO MUNICH, ISPO BEIJING and ISPO SHANGHAI provide a comprehensive overview of their respective markets.

