

PRESS RELEASE

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Messe Berlin: new head of communications appointed

Emanuel Höger is the new acting press spokesman of Messe Berlin – Michael T. Hofer retires after 25 years of service

On 1 January 2016 Messe Berlin is due to appoint a new head of public communications. Emanuel Höger, 39, will take over from Michael T. Hofer as acting Messe Berlin Group Press and Public Relations Director. He will report to Dr. Christian Göke, Chief Executive Officer of Messe Berlin. In October 2014 Emanuel Höger became director of the newly established Public Affairs department of Messe Berlin. Previously, Höger was senior aide to Governing Mayor of Berlin Klaus Wowereit.

After 25 years Michael T. Hofer, Germany's longest-serving trade fair spokesperson and a member of the company's management, is departing the grand stage of international trade fairs. A journalist by trade, after reunification he transformed the capital's trade fair Press and Public Relations department into a modern information instrument which attracted worldwide coverage of the company's trade fair activities. His message was "Our work is not for the bins, we want to be seen, heard and read about." Taking this as his maxim, Hofer and his team attracted global media coverage of the company and its trade fair events and of Berlin as a venue for trade fairs and conferences. Every year 30,000 media representatives from Germany and abroad report on events in Berlin. In terms of the media coverage it attracts Messe Berlin is one of the capital's most important ambassadors.

Dr. Christian Göke, Chief Executive Officer of Messe Berlin: "Hofer's departure means that a journalist, trade fair expert and strategist will be leaving us who, with his profound knowledge and tact, was able to successfully manage economically complex and politically difficult situations."

Hofer will continue to remain active as a board member of the Vereinigung Berliner Pressesprecher (VBP), as well as being a member of the Luftfahrt-Presse-Club (LPC) and other journalistic organisations such as the Motor Presse Club (MPC) and the Verband der Motorjournalisten (VDM).

About Messe Berlin

Based on turnover and growth, Messe Berlin is among the world's ten leading trade fair companies operating their own exhibition grounds. The company's wide-ranging portfolio includes five global brands: the International Green Week Berlin, ITB Berlin / Singapore, IFA, InnoTrans and Fruit Logistica Berlin / Hong Kong.

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