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## Messe Berlin restructures Guest Events operations

### Anna Löhr-Freund heads the new Trade Shows & Conventions division

The Guest Events division at Messe Berlin is restructuring its services for organisers of trade shows and conventions. Anna Löhr-Freund is head of the new Trade Shows & Conventions division. "In terms of content there is a growing overlap between the various event formats, so it was only logical that we should take this step. It makes it easier to concentrate our expertise on individual topics so that we can better support our customers", said Dr. Ralf Kleinhenz, senior vice president and head of Guest Events at Messe Berlin.

Löhr-Freund became head of Messe Berlin Conventions in 2014. Prior to that, she had worked as division and project manager at K.I.T. Group, a subsidiary of Messe Berlin. In her new role she will be assisted by two team managers. Durcu Bural heads the Conventions team and Joana Feikens is in charge of Trade Shows. They have each been at Messe Berlin for over 10 years.

### About Messe Berlin

Based on turnover and growth, Messe Berlin is one of the world's ten leading trade fair companies. Each year it develops, markets and hosts hundreds of live events in Berlin and around the world. Its wide-ranging portfolio includes ITB, IFA, InnoTrans, FRUIT LOGISTICA and the International Green Week, all leading global trade fairs, as well as major conferences and iconic events such as the street celebrations (Fanmeile) at the Brandenburg Gate. Messe Berlin has around 90 foreign representatives who market events in over 170 countries. Each year some 30,000 members of the media from all parts of the world obtain accreditation for events on the exhibition grounds in Berlin where the company has its headquarters. Thus, Messe Berlin acts as a driving force of the metropolis that is Berlin. Its aim is to be an outstanding host for visitors to every event at Messe Berlin, to give individuals an optimum boost for their business and to ensure fair conditions for everyone. This approach is reflected in the company slogan: 'Messe Berlin – Hosting the World'.  
[www.messe-berlin.com](http://www.messe-berlin.com)

This press release can also be found on the internet [www.messe-berlin.de/en/Press/PressReleases/](http://www.messe-berlin.de/en/Press/PressReleases/).

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