

No.27, 12 October 2015

Brazilian subsidiary gets new managing director

Cassiano Facchinetti to head Koelnmesse Organização de Feiras Ltda.

Effective 12 October 2015, Cassiano Facchinetti will become the Managing Director of Koelnmesse's Brazilian subsidiary, Koelnmesse Organização de Feiras Ltda., which is based in Rio de Janeiro. In addition to organizing and enhancing Koelnmesse events in Brazil, Cassiano Facchinetti and his team will promote Koelnmesse's further growth on the Brazilian market. "We're delighted to have gained Cassiano Facchinetti for this position, because he is a very experienced trade fair manager. He knows the sector extremely well and has good contacts to the Brazilian trade fair scene," says Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH

Facchinetti, 33, has many years of experience in the event industry and most recently served as Director of Events for the international trade fair organizer UBM in Brazil. Facchinetti gained extensive experience in sales and marketing during his almost nine years of service at UBM. There Facchinetti was mainly responsible for B2B trade fairs in the food and healthcare sectors as well as for the pharmaceutical and construction industry.

Koelnmesse Organização de Feiras Ltda. was established at the end of 2014 and is a wholly owned subsidiary of Koelnmesse GmbH. The Cologne-based trade fair company has been organizing the food technology fair ANUTEC Brazil in Curitiba since 2014. Another event, the congress trade fair UrbanTec Brasil, was held for the first time in Rio de Janeiro at the end of September 2015. This event focuses on the challenges posed by urbanization. Since the acquisition of the Brazilian trade fair organizer Interfeiras Eventos in the summer of 2015, the children's fashion fair FIT 0/16 in São Paulo has also been part of Koelnmesse's trade fair portfolio. Beginning in 2016, Koelnmesse plans to hold a new trade fair in the children's outfitting sector: Pueri Expo.

The foreign representative Baumle Organização de Feiras Ltda., which has offices in São Paulo and Curitiba, continues to be responsible for gaining Brazilian exhibitors and visitors for Koelnmesse's global event portfolio.

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