

Press release

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Koelnmesse Singapore: Mathias Küpper succeeds Michael Dreyer

Managing Director from Koelnmesse's own ranks assumes sole responsibility

Mathias Küpper (41) has been designated Managing Director of Koelnmesse Pte. Ltd. in Singapore. As planned, he succeeds Michael Dreyer (58), who developed Koelnmesse's business in Asia together with his team since establishment of the subsidiary in 2002. The two of them had shared the management position for an interim period of several months.

Chief Executive Officer, Gerald Böse, paid tribute to Dreyer's contribution to the company, "which helped form and sustain a substantial part of Koelnmesse's internationalization efforts right from the start and ultimately resulted in the success of these efforts". He also expressed how pleased he is, "that Mathias Küpper, who has been with us for many years, is assuming this responsibility". This change will be accompanied by the replacement of centralized management performed by one regional centre for all of Asia with a market-specific decentralized organization in close collaboration with the parent company in Cologne.

Küpper has been working for Koelnmesse since 2002 in Singapore as well as the offices in Hong Kong, Shanghai and Peking. The economic geographer has extensive event and project management experience, and has been involved in strategic business development in the Asian economic area for many years now. In the future, he will be focusing on implementation of Koelnmesse events in Southeast Asia and expansion of business activities in the local market.

In 2002, Koelnmesse Pte. Ltd was established in Singapore under Dreyer's direction as Koelnmesse's regional centre for the Asia-Pacific region and serves to manage the activities of Koelnmesse's subsidiaries and representatives in this region.

15 events have since been established and are now organized in China, Singapore, Thailand, Japan and Macau. They include leading trade fairs in this region including the IDEM Singapore for the dental industry, the Thaifex - World of Food Asia for food and beverage industry, and the EmTech Asia, which is the world's most important conference for future technologies.

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