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Dietmar Eiden is the new Head of Division in Trade Fair Management at Koelnmesse

Anuga Project Manager complements the management team

Dietmar Eiden (42) is the new Head of Division in Trade Fair Management at Koelnmesse. From 01 May 2012 he will be in charge of events for the food and food-technology industry. These events include, among others, Anuga, the International Sweets and Biscuits Fair ISM, and Anuga FoodTec.

'Dietmar Eiden is a proven expert for trade fairs and marketing who, as Project Manager for Anuga in recent years, brings immense expertise in the sectors for which he is now in charge as Division Head', notes Gerald Böse, Chairman of the Advisory Board at Koelnmesse.

After completing his degree in economics, Dietmar Eiden further honed his expertise in advertising and marketing throughout his career – which has included positions with the BBDO agency and as a product manager for 3M. Since 1st January 2005, he has served with success as product manager in charge of Anuga, the world's largest trade fair for food and drink.

Dietmar Eiden replaces Peter Grothues as Head of Division. After nearly 17 years with Koelnmesse, Grothues is moving on to new career challenges.

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