

Press release

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Koelnmesse: Fabian Ströter named new Director of photokina

Internationally experienced trade fair manager to manage transition of the world's leading trade fair to an annual cycle

Fabian Ströter (37), an internationally experienced trade fair manager, will assume the position of photokina Director on 15 May 2019. His tasks will include further developing the successfully launched redesign of the world's leading trade fair for photography, video and imaging, and tapping into new target groups among exhibitors and visitors to expand the trade fair's status as a global platform for the industry.

Ströter will be replacing Christoph Menke, who is assuming responsibility at Koelnmesse for DMEXCO's trade fair business as the new Director Sales and Operations.

"Fabian Ströter has proven himself for many years now as Koelnmesse's trade fair responsible for international business and is familiar with all aspects of trade fair operations as well as many of our partner industries. He most recently successfully staged a strategically important event for Koelnmesse and demonstrated his sales strength as Director of the yummex Middle East sweets trade fair in Dubai. We know photokina's change from a two-year to an annual cycle starting in 2020 will have particular challenges and are confident this is in good hands with him," says Gerald Böse, President and Chief Executive Officer of Koelnmesse.

Fabian Ströter started as a trainee at Koelnmesse in 2007 and transferred to the company's international division in 2008 as a consultant for foreign sales. In 2013 he assumed responsibility for yummex Middle East and has since served as its Director. As Director of photokina, he will be part of the management team in Koelnmesse's "Digital Media, Entertainment & Mobility" trade fair management division.

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place of jurisdiction: Cologne

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