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Koelnmesse India: Milind Dixit is new Managing Director

Effective 1 January 2020, Milind Dixit (56) has taken over the position as Managing Director at the Koelnmesse subsidiary Koelnmesse YA Tradefair Pvt. Ltd. in India. The move will place him in charge of headquarters in Mumbai as well as branches in Hyderabad and New Delhi. India is an important region of focus for Koelnmesse: The subsidiary there is the first point of contact for Indian companies in connection with their trade fair participation in Cologne, India and all over the world.

As Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH emphasises, “India is a very important market for us. In future, we want to expand our business there even further. We look forward to working with the trade fair manager with a proven track record.” Milind Dixit is already looking forward to his new role: “Together with my team, I want to drive expansion of the trade fair business within India even further, strengthening existing business and developing new events. Our objective is also to increase the number of Indian exhibitors and visitors in Cologne.” The subsidiary he will lead, which was founded as a joint venture in 2008, is currently responsible for six events in India and for sales of Koelnmesse events worldwide to Indian customers.

In the spirit of tapping into global markets, many Indian companies already attend trade fairs in Cologne: There were around 500 Indian exhibitors represented at events in Cologne in 2019 - with a total exhibition space of more than 10,500 square metres. The result in terms of visitorship is likewise pleasing: Nearly 3,000 Indian visitors came to trade fairs in Cologne last year. In addition to topics within the core competence of Koelnmesse - such as food and food technology - the portfolio in the Indian market also extends to topics such as foundry technology and chemical processing. Besides to Annapoorna - ANUFOOD India, another particularly successful event that stands out is ANUTECH - International FoodTec India, which is held alternately in Mumbai and New Delhi and regarded as a mainstay for the food-producing industry in India.

Dixit already brings more than 28 years’ experience in the trade fair sector: He has several years’ combined experience in international trade fairs with UBM India Pvt Ltd, Business India Exhibitions and Plastindia Foundation. He has also worked at Koelnmesse in India for a year: “In my position as Assistant General Manager, I already had an opportunity to take the atmosphere of Koelnmesse, so I am all the more pleased to return to structures that are already familiar to me.”

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Executive Board:

Gerald Böse (President and Chief Executive Officer)

Oliver Frese

Herbert Marner

Chairwoman of the Supervisory

Board: Mayor of the City of Cologne

Henriette Reker

Headquarters and

place of jurisdiction: Cologne

District Court Cologne, HRB 952

Dixit succeeds Ashwani Pande, who was co-founder of the subsidiary in 2008 and left Koelnmesse effective 31 December 2019. The subsidiary currently has a workforce of 23 employees.

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A portrait photo of Milind Dixit is available at the following link:

<http://koelnmesse.onlinemedianet.de/download?guid=1726F6D8-951B-8B70-69FE-FB8B861CA5F4>

About Koelnmesse:

With around 850 employees worldwide, Koelnmesse generated sales of over 337 million euro in 2018 and is targeting more than 400 million euro for the first time in 2019. As a city-centre trade fair in the middle of Europe, it occupies the third largest exhibition site in Germany and, with 384,000 m² of hall and outdoor space, is among the top ten in the world. Every year, Koelnmesse organises and supports around 80 trade fairs, guest events and special events in Cologne and the most important markets worldwide. With its portfolio, it reaches over 55,000 exhibitors from 126 countries and over 3.2 million visitors from more than 200 nations. By 2030, Koelnmesse will be investing around 700 million euro in the future of the exhibition grounds within the framework of the most extensive investment programme in its history.

Koelnmesse photos:

www.koelnmesse.com/Koelnmesse/Press/Image-Database/index.php