



## Press Release

### EDWIN TAN BECOMES NEW CEO OF MESSE MUENCHEN SHANGHAI

- Biggest subsidiary of Messe München under new leadership as from March 1, 2017
- Experienced manager from the event industry as new CEO for the Greater China region

Munich, February 24, 2017

**For its Greater China business, Messe München is taking on a top executive with international connections: the new CEO of Messe Muenchen Shanghai as from March 1, 2017 is Edwin Tan. A trade-show expert and Asia specialist with over twenty years of management experience.**

“We look forward to having an industry expert like Mr. Tan on board at our biggest subsidiary company. In China, Messe München will benefit from his expertise”, says Klaus Dittrich, Chairman & CEO of Messe München and Chairman of the Board of Messe Muenchen Shanghai. “Edwin Tan is the right leader to implement our ambitious growth strategy.”

In the course of his career, the future CEO of Messe Muenchen Shanghai has acquired great experience in the exhibition sector and the implementation of international strategies in the event industry. Most recently, Edwin Tan was president of Wanda Studios, a subsidiary of the Wanda Group, one of China’s largest property companies. Before that, Mr. Tan worked for nine years in various management positions at Reed Exhibitions, one of the world’s biggest international organizers of trade shows, exhibitions and congresses.

At Reed Exhibitions, Mr. Tan had a considerable part in the company’s growth, which he successfully promoted in terms of both the number of events and locations in the Asian-Pacific region. Under his leadership as Chief Operating Officer (COO) for Reed Exhibitions Greater China, the company achieved record sales—which can also be attributed to his profound knowledge of the market in the Asian region.

Edwin Tan received his tertiary education in the United Kingdom and Australia. Apart from China, he has worked and lived in Thailand, Singapore, Europe and the USA.

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Stefan Rummel, the Managing Director at Messe München responsible for international business, member of the Board and currently interim Managing Director of Messe Muenchen Shanghai, now hands over to Mr. Tan. “I look forward to working with Edwin Tan and the management team in Shanghai. With his history, he is the ideal choice for our corporate and business development in China.”

China is the region where Messe München is most strongly represented outside Germany. For 15 years, Messe Muenchen Shanghai has organized leading trade shows for various key industries in the Chinese region—with events such as bauma China, IE expo, electronica China, productronica China, ISPO BEIJING and ISPO SHANGHAI.

In addition to Munich, Shanghai is also the only location where Messe München operates another exhibition center together with two German event organizers and the Shanghai Lujiazui Exhibition Development Co., Ltd.: the Shanghai New International Expo Centre (SNIEC). This is one of the most successful exhibition venues in the world.

#### **Messe München**

Messe München is one of the world’s leading trade-show companies. It organizes some 50 trade shows for capital and consumer goods and key high-tech industries in Munich and abroad. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey, Africa and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.