



## Press Release

### MONICA ARAUJO BECOMES NEW MANAGING DIRECTOR OF MESSE MUENCHEN DO BRAZIL

- Brazilian subsidiary of Messe München under new leadership as from November 1, 2017
- Experienced manager from the event industry as Managing Director in Brazil

Munich, October 23, 2017

**For its Latin American business, Messe München has appointed Monica Araujo, a senior executive and trade-show expert with international experience. She will be the new Managing Director of Messe Muenchen do Brazil as from November 1, 2017.**

Messe München has chosen Monica Araujo as Managing Director of its subsidiary company in Brazil, Messe Muenchen do Brazil Feiras Ltda. Ms. Araujo has extensive experience in organizing events and trade exhibitions.

“We look forward to having a Brazilian industry expert like Ms. Araujo on board at our newest subsidiary in the Messe München Group. In Brazil, Messe München will benefit from her expertise”, says Klaus Dittrich, Chairman & CEO of Messe München. “Monica Araujo is the right leader to set up our activities and implement our ambitious growth strategy in one of our target countries.”

Messe München set up its subsidiary in Brazil in March 2017 and Monica Araujo will be heading this operation as of November 1, 2017. As the first shows in its portfolio, Messe Muenchen do Brazil is running “M&T Expo”, “M&T P&S” and “Construction Expo” in a long-term cooperation with Sobratema. This move was the final step to complete Messe Münchens network of bauma shows around the globe.

In the course of her career, the future Managing Director of Messe Muenchen do Brazil acquired great experience in the exhibition sector at UBM. Most recently, Monica Araujo was Executive Product Director and Marketing Director (CMO) at UBM in Brazil. Before that, Ms. Araujo worked for many years as Executive Manager focusing on Product, Market Intelligence and Customer Relationships at Multiplus, a LATAM company. Here she demonstrated her start-up experience in a major Brazilian coalition loyalty network.

Monica Araujo obtained a postgraduate degree in Business Administration. As MBA executive, she has worked in various international management positions in the product and market development field.

“Making Messe München and its shows a success in Brazil is a great but exciting challenge for me. For the exhibitions market and the construction sector in Brazil, this is a key step into the international market,” explains Monica Araujo.

Willi Bock  
Head of Corporate PR  
Tel. +49 89 949-20734  
Fax +49 89 949-97-20734  
willi.bock@  
messe-muenchen.de

Messe München GmbH  
Messegelände  
81823 München  
Germany  
www.messe-muenchen.de





Stefan Rummel, the Managing Director at Messe München responsible for international business and Chairman of the Shareholder’s Meeting, says: “I look forward to working with Monica Araujo and the whole team in Sao Paulo. With her experience and background, she is the ideal choice for our corporate and business development in Brazil.”

Brazil is one of the main target countries where Messe München is opening up new business and establishing new shows.

**Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.