



## Press release

### Katrin Leideritz appointed new Exhibition Director of f.re.e

October 24, 2023

From November 1, 2023, f.re.e, Bavaria's biggest travel and leisure trade fair, will have a new Exhibition Director: Katrin Leideritz will take over from Jessica Stuber, who has been responsible for the event since 2017 and is now leaving Messe München after a total of 16 years to take on a new professional challenge.

Leideritz already worked in the f.re.e (at that time still C-B-R) project team as a project assistant from 2004 to 2007, before moving to the ICM - Internationales Congress Center München as a project manager. In 2013, she went abroad for two years before returning to Messe München in 2014, initially as assistant to the Deputy Managing Director. In 2015, she took up her new position as Exhibition Manager, initially for the bauma trade fairs abroad and, from 2021, for the transport logistic trade fairs abroad.

"f.re.e has a high visibility and is an important contact point for many people in Bavaria and beyond when it comes to planning their own leisure time," says Leideritz. "I am looking forward to further developing this platform together with the team, while keeping an eye on changing leisure and travel trends." Jessica Stuber adds: "With Katrin Leideritz, f.re.e is getting a dedicated exhibition director who is very familiar with the industry and Messe München. I wish her all the best for this task and will certainly drop by f.re.e again as a visitor." And Dr. Reinhard Pfeiffer, CEO of Messe München, is keen to "thank Ms. Stuber most sincerely for her commitment. She has been an enthusiastic leader for f.re.e and the team. I wish Ms. Stuber all the best for the future and, of course, a great start for Ms. Leideritz in her new role as Exhibition Director."

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The next f.re.e will be held in Munich from February 14 to 18, 2024.

**More information can be found online at <https://free-muenchen.de/en/>**

**f.re.e – Fair for Leisure and Travel**

f.re.e is Bavaria's largest fair for leisure and travel, with the topics of Travel, Camping & Caravanning, Water Sports, Outdoors & Fitness, as well as Bicycles. Visitors will receive a comprehensive market overview in these areas, be able to book journeys directly and test and experience products right on site. The varied supporting program promises additional information and entertainment.

**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, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, South Africa and Turkey. 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.