



MESSE
MÜNCHEN

Press release

New Head of Corporate Marketing and Communications at Messe München

11. February 2022 A new boost for corporate communications at Messe München GmbH: As of February 1, the experienced communications specialist Dr. Carola Hesse is responsible as the new department head for all internal and external corporate communications activities.

Dr. Carola Hesse took over as Head of the Corporate Marketing and Communications department in the central division Corporate Strategy & Innovation at Messe München GmbH on February 1, 2022. In this role, she is responsible for the Messe München brand image and all internal and external corporate communications activities. Dr. Carola Hesse will report directly to Dr. Holger Feist, Chief Strategy Officer and Company Spokesperson, who is delighted about the new addition to his team: “With her longstanding experience in many communications fields, Dr. Carola Hesse will play a significant role in implementing the Messe München strategy within the brand management of the corporate brand and corporate communications.”

Dr. Carola Hesse was Senior Manager Communications Sales, Strategy & Digital at Seven.One Entertainment Group from 2018, and worked before that in various positions, among others Axel Springer SE as head of Berlin communications and advertising manager for BILD MÜNCHEN. With 52 events and three major concerts, Messe München has a packed events calendar ahead of it in 2022.

Messe München

Messe München is one of the world’s leading networking platforms. In a reflection of the slogan “Connecting Global Competence,” Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München’s portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues. These exhibitions include the world-leading trade fairs bauma, BAU, IFAT and ISPO Munich. The roughly 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors.

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Messe München has one of the world's most modern exhibition grounds. With its four locations in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München and the Conference Center Nord, it is able to fulfill all of its customers' requirements individually. Messe München is very successful in its domestic market in Munich as well as in other countries. It is active in all important growth markets: China, India, South Africa, Brazil, Russia and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.