

Press release 26. January 2024

Pioneers of change: Messe München creates more visibility for female managers in industry with its 'Frauen Verbinden' (*Connect Women*) network

Kicking off the year with a revised concept and website

- Network in an exclusive circle with women in management positions
- Experience innovations and trends as well as renowned experts live
- The stage is yours: personal support for your career path
- The cross-industry network for future topics: "We connect women today with the topics of tomorrow"

'Frauen-Verbinden' is Messe München's exclusive network for women in management positions in business, politics, science, media, sport, and culture. It offers top female executives a platform for cross-industry exchange on future topics so that they can strengthen each other. 'Frauen-Verbinden' started the new year with a revised concept, significantly increased benefit for its members, and a host of exclusive events. At their traditional New Year's reception with around 100 women in management positions, Jennifer Hader, Executive Director People & Culture, and Dr. Susanne Hennigers, Director Corporate Partnerships & Platform Growth, from Messe München, presented their value promise.

"The industries represented at our trade fairs – from construction, real estate, and the electronics industry to German mechanical engineering, and even the sports industry – continue to be male-dominated. This is exactly where we want to start. We want to make women from the industries more visible, and network them with each other across industries, functions, and positions. That way, they can support and encourage each other, and help bring about change in the industries," explains Jennifer Hader.

Despite numerous advances, there are still too few networks in which women in management positions can discuss and support each other on an equal footing across different industries. That is why Messe München seized the initiative nine years ago to counteract this imbalance and set up the 'Frauen-Verbinden' network. Jennifer Hader and Dr. Susanne Hennigers have managed the external network with great passion and commitment since the start of 2022.

"Our goal is a more diverse, more sustainable, and future-proof business world," says Dr. Susanne Hennigers, and adds: "With all its events, Messe München presents the innovation and future topics of numerous industries. Our trade fairs

Dr. Carola C. Hesse
Director Corporate Marketing &
Communications
Tel. +49 89 949-20731
Carola.hesse@messe-
muenchen.de

Willi Bock
Unternehmenssprecher
Tel. +49 89 949-21112
willi.bock@messe-muenchen.de

Messe München GmbH
Am Messesee 2
81829 München
Deutschland
messe-muenchen.de

provide insights into new technologies, processes, methods, and products that show the direction in which the industries are developing. There is therefore no better environment for networking for women in management positions or women founders than our trade fairs. We connect women of today with the topics of tomorrow.”

To start off the year, the network gave itself a new website and revised its concept, which will focus much more in future on the benefit for its members. A new value promise is based on three pillars:

1. **Networking in an exclusive circle with women in management positions:** The members are decision-makers and women in management positions, so everyone can network at eye level in a familiar environment.
2. **Experience innovations and trends as well as renowned experts live:** Whether it's mobility, AI, or the shortage of skilled workers, the members know and experience the topics of the future.
3. **The stage is yours. 'Frauen-Verbinden' supports your personal career path:** The network contacts and partnerships give women the opportunity to develop professionally and become more visible.

Exclusive events and curated tours at Messe München's world-leading trade fairs, site visits to partner companies, webinars, cultural events in Munich as well as in Hamburg and Berlin, and its own community platform are the model for success of 'Frauen-Verbinden'. Further information can be found at www.frauen-verbinden.de

Messe München GmbH

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its more than 70 international trade fairs. These include eleven of the world's leading trade fairs such as bauma, BAU, IFAT, electronica, and ISPO. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With the ICM – International Congress Center Messe München, the CCN – Conference Center North, and the MOC – Event Center Messe München, it offers space for a wide variety of events. With around 1,000 employees in Germany and abroad, a network of over 15 affiliated companies, and almost 70 offices worldwide, Messe München is active in more than 100 countries. The more than 200 events held annually in Germany and abroad attract around 50,000 exhibitors and around three million visitors. Messe München thus generates annual indirect profitability of more than two billion euros, and creates around 23,000 jobs in the region, making it a driving force for the economy and tourism. Messe München has the greenest and one of the most state-of-the-art exhibition centers in the world and, with an exhibition area of 200,000 m² in 18 halls and 414,000 m² of outdoor space, has one of the largest total areas. Messe München will celebrate its 60th anniversary in 2024.