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## MESSE MUENCHEN SHANGHAI CREATES NEW POSITION

### „PRESIDENT CHINA“ FROM 1 DECEMBER 2022

- **Messe München makes a clear statement for its business in China**
- **Trade fair manager Evan Sha takes on the role of 'President China'**

Messe Muenchen Shanghai is expanding its management team and appointing the experienced trade fair manager Evan Sha (51) as "President China" as of 1 December 2022. Sha was most recently responsible for the operative business at GL events in China as COO. CEO Xu Jia and COO Stephen Lu of Messe Muenchen Shanghai will report directly to the "President China", who will also be Vice-Chairman of the Board of Directors. In addition, Sha will take over board functions in important subsidiaries of Messe Muenchen Shanghai.

**Dr. Reinhard Pfeiffer and Stefan Rummel, CEO of Messe München GmbH, about the newly created position at the 100 percent owned subsidiary in Shanghai:**

"With the new position of 'President China', we want to send a clear signal that we are sticking to our commitment to China even in difficult times. China is and remains one of our focus countries in Messe München's internationalisation strategy. Despite the still ongoing zero-covid strategy, we are confident that we will be able to hold major trade fairs in China again very soon."

**Dr. Reinhard Pfeiffer, CEO of Messe München GmbH and Chairman of the Board of Directors of Messe Muenchen Shanghai, adds:**

"We are very pleased to have Evan Sha, a distinctive industry expert, on board our Chinese subsidiary. Messe München in China will benefit from his international and long-standing industry know-how."

The Chinese top manager Evan Sha looks back on a successful career of almost thirty years in the trade fair industry. After graduating from Shanghai University, Evan Sha began his professional career at the Shanghai Commercial Exhibition Office of MOFCOM (Chinese Ministry of Commerce). From 2007 to 2014, he was a member of the Executive Board of Messe Frankfurt Exhibition in China, including three years as General Manager, and subsequently Managing Director of Informa China.

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### **Evan Sha, President China Messe Muenchen Shanghai from 1 december 2022 on:**

"I'm very happy to join Messe Muenchen Shanghai and to meet my new colleagues in Munich and Shanghai very soon. These are definitely very challenging times for our industry in China, but I'm confident that jointly with the whole Messe Muenchen Shanghai team, we will see a successful re-start of our business in 2023!"

### **Messe München GmbH's commitment in China**

Messe Muenchen Shanghai has been organising leading trade fairs for various key industries in the Chinese region for over 20 years - such as bauma China, analytica China, electronica China, productronica China, ISPO BEIJING or ISPO SHANGHAI. Together with two other German trade fair companies and Shanghai Lujiazui Exhibition Development Co., Ltd., Messe München GmbH operates the Shanghai New International Expo Centre (SNIEC). It is one of the most successful exhibition centres in the world.

### **Messe München GmbH – Parent company of Messe Muenchen Shanghai**

München is a leading international networking platform – in Munich and around the world, for trade fairs conducted in person or online. 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 more than 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors. Since 2021, IAA Mobility has been held by the German Association of the Automotive Industry e.V. (VDA) in collaboration with Messe München GmbH.

Messe München has one of the world’s most modern exhibition grounds. With its four locations in Riem, the ICM – International Congress Center Messe München, the MOC – Event Center Messe München and the CCN – Conference Center North Messe München, 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, Brazil and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.