

## Press release

### New leadership

### Cornelia Lutz to become Senior Director and Exhibition Director for BAU

30. April 2025

- Many years' experience as a trade fair organizer
- Expertise in trade fairs for the craft sector
- Matthias Strauss is leaving Messe München after more than 15 years

There is a new leadership for the world's leading trade fair for architecture, materials and systems. From May 15, 2025, Cornelia Lutz will take over both as Exhibition Director for BAU and as Senior Director for the entire BAU Network, comprising BAU, digitalBAU, BAU China, Fenestration China and Glasstech Asia. She succeeds Matthias Strauss, who has ended his career at Messe München after more than 15 years at his own request.

“With Cornelia Lutz, we have an experienced trade fair organizer joining BAU who also knows us very well. Her expertise and industry knowledge make her a perfect fit for us, and we look forward to working with her,” says Messe München CEO Reinhard Pfeiffer, introducing the new Exhibition Director.

### Expertise in trade fairs for the craft sector

Cornelia Lutz began her career at Messe München around 25 years ago. After holding various positions in the trade fair industry, she worked for the last eleven years at the Gesellschaft für Handwerksmessen (GHM).

In addition to the strategic development of events, she was also responsible there for designing and implementing the “Zukunft Handwerk” congress,

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which makes her a driving force for future topics in the craft sector. Cornelia Lutz also initiated the annual specialist conference for female entrepreneurs and women in the craft sector.

In her position as Senior Director Exhibitions, she will be responsible not only for the events of the BAU network but also for f.re.e., the travel and leisure fair, and INTERFORST, the international key trade fair for forestry and forestry technology. She will report to Falk Senger, Head of Division IV. Returning to Messe München as Senior Director and Exhibition Director for BAU has a special significance for Cornelia Lutz: "I am excited about the new challenge and am looking forward to developing and implementing innovative ideas and concepts for BAU together with the team. I am sure that I will be able to constructively contribute my wealth of experience of the past years from various perspectives in the trade fair world."

### **Matthias Strauss is leaving Messe München after more than 15 years**

Her predecessor Matthias Strauss left the company in March at his own request. Reinhard Pfeiffer looks back with gratitude on the many years of working with him: "Matthias Strauss shaped the BAU Network and set the strategic course for a successful future. He also knew how to further develop the trade fairs and establish valuable partnerships. I would like to express my sincere thanks to him for his commitment."

### **About BAU**

BAU, the world's leading trade fair for architecture, materials and systems, is the largest and most important event in the industry. Unique worldwide, BAU brings together the industry's market leaders in this multi-trade exhibition every two years and is regarded as an innovation driver and industry network. The range of exhibits is broken down according to building materials, products and topics. Everyone involved internationally in planning, constructing and designing buildings comes to BAU: architects, planners, investors, industry and trade representatives, tradespeople, and many more. As one of its USPs, BAU combines know-how from all sectors and trades at a high international level. The numerous events in the supporting program, including high-profile forums with experts from around the world, round out the trade fair program.

### **Messe München**

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at around 90 trade fairs worldwide. These include twelve of the world's leading trade fairs such as bauma, BAU, IFAT and electronica. Messe München's portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its 1,300 employees in the group and associated companies, it organizes trade fairs in China,

India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand and the USA. With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. Each year, more than 150 events attract around 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic engine that generates billions in purchasing power.