



MESSE
MÜNCHEN

Press Release | January 16, 2025

Messe München strengthens activities in India, Middle East and Africa

Bhupinder Singh is appointed President IMEA

Messe München is strengthening its strategic focus on the Indian, Middle Eastern and African regions by combining responsibility for this area into “IMEA” (India, Middle East, Africa). Bhupinder Singh assumed the pivotal position of President IMEA on January 1, 2025. Since his appointment in 2016 as the CEO of Messe München India, he has successfully led the organization to become the second largest international subsidiary of the esteemed Messe München Group. In addition to his responsibility for India, Bhupinder Singh also oversees Messe München's events in Africa.

With his new regional responsibilities, Bhupinder Singh will drive Messe München's market entry in the Middle East. At the same time, he will become a member of the Board of Directors of MMI Asia Singapore, Messe München's umbrella organization for the regions of China, India, Africa and the Middle East.

“Bhupinder Singh is characterized by his strategic vision, his in-depth understanding of the dynamics of the trade fair industry and his exceptional leadership”, say the two CEO’s Stefan Rummel and Reinhard Pfeiffer: “He has already led our Indian subsidiary to extraordinary success and will now also establish our trade fairs in the Middle East.” His achievements are impressive: since 2016, Bhupinder Singh has expanded the company's portfolio in India from seven to more than 20 events and almost quadrupled the company's sales revenue.

"Leading the IMEA region is an opportunity to shape the future of trade fairs in some of the world's most dynamic markets“, explains Bhupinder Singh, President IMEA Messe München: „By fostering innovation and building platforms for meaningful partnerships, we aim to drive transformative growth across India, Africa, and the Middle East."

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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.

With the LOCATIONS DER MESSE MÜNCHEN, it offers a variety of spaces for a wide range of events: These are the exhibition grounds, the ICM - International Congress Center Messe München, the CCN - Conference Center North and the MOC - Event Center Messe München in Munich-Freimann.