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MÜNCHEN

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# Nino Gruettke appointed new CEO of Messe München Asia

Effective June 1, 2026, Nino Gruettke will be appointed Chief Executive Officer of MMI Asia, the subsidiary of Messe München in Southeast Asia. He is succeeding Michael Wilton, who has decided to step down from his position for personal reasons. With the appointment of Nino Gruettke, a seamless transition just in time for the Singapore International Water Week is ensured.

Gruettke brings more than 21 years of professional experience in the international trade show and events industry, including many years in senior leadership and management roles. He joins MMI Asia from the U.S.-based media company Semafor, where, as Senior Vice President of International Events, he was responsible for high-profile C-level convenings across the Middle East, Africa, and Asia.

Prior to that, Nino Gruettke held several senior positions at Informa, including Chief of Staff at Informa Markets. From 2018 to 2024, he served as CEO Asia at the B2B media group Tarsus, where he was responsible for regional business growth throughout China and Southeast Asia. A native of Germany, Nino Gruettke began his professional career at Messe Berlin.

“We very much look forward to working with Nino Gruettke. He has a deep understanding of the trade show and events market especially in Southeast Asia. Given his entrepreneurial track record in developing larger organizations and with his modern leadership style, we want to initiate the next phase of growth for our Southeast Asian business”, said Stefan Rummel and Dr. Reinhard Pfeiffer the two CEOs of Messe München.

“I am honored to join Messe München and lead MMI Asia at such an exciting time for the region. Southeast Asia is a dynamic and fast-growing market, and I look forward to building on the strong foundation established by Michael Wilton and the team to further expand our portfolio and partnerships”, said Nino Gruettke.

Michael Wilton joined Messe München in 2020 and has decided to step down from his position for personal reasons.

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“Under his leadership, our company has firmly re-established a strong presence in Southeast Asia since 2020. Thanks to his personal commitment and many achievements, Messe München has become an important organizer in the region. We would like to thank Michael Wilton for laying the groundwork for Messe München in Southeast Asia. We wish him all the best and continued success in the future,” said Rummel and Pfeiffer.

“After many rewarding years with Messe München in Singapore I leave immensely proud of the strong framework and growth we have built together in establishing the company in Southeast Asia. I sincerely thank my dedicated staff, teams, clients and industry partners for their trust and support over the past 6 years and will look forward to observing the continual growth of the company with fondness. I wish Nino Gruettke all the success in the next chapter for MMI Asia”, said Michael Wilton.

Messe München operates in Southeast Asia under the name MMI Asia, organizing trade fairs and conferences from its own portfolio in Vietnam, Singapore, Thailand, and other locations in the region. Established formats such as analytica Vietnam, transport logistic Southeast Asia, and Singapore International Water Week rank among the region’s most important industry events and deliver significant value for exhibitors and visitors alike.

#### **About Messe München**

As one of the leading trade fair organizers, Messe München presents the world of tomorrow at around 90 trade fairs worldwide. The portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. This includes 14 world-leading trade fairs such as bauma, BAU, IFAT, and electronica, cooperation events such as IAA MOBILITY, and numerous guest events.

With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. Together with its 1,200 employees in the group, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong (SAR), Thailand, the USA, and Saudi Arabia.

Around 150 events per year attract over 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.