



## Press Release

### **SUZETTE SCHEEPERS BECOMES NEW CEO OF MESSE MUENCHEN SOUTH AFRICA AND BC EXPO SOUTH AFRICA**

- South African subsidiaries of Messe München under new leadership as from 1 June 2018
- Experienced manager from the event industry as Chief Executive Officer in South Africa

**Munich, June 8, 2018**

**For its Southern African business, Messe München has appointed Suzette Scheepers, a senior executive and event expert with international experience. She will be the new Chief Executive Officer of Messe Muenchen South Africa and BC Expo South Africa as from June 1, 2018.**

Suzette Scheepers has extensive experience in organizing events and exhibitions. In the course of her career, the future Chief Executive Officer acquired great experience in the exhibition and other business sectors. Most recently, Suzette Scheepers was Managing Director of Paradigm Conferences and Events in South Africa. Before that, Ms. Scheepers worked for many years as Executive Manager focusing on Product Development, Congress and Exhibition Management and Customer Relationships at amongst other the Cape Town International Convention Centre. Here she demonstrated her start-up experience in a major South African loyalty network.

Suzette Scheepers has worked in various international management positions as far afield as Argentina, USA, Malawi, UK and Israel.

“Building on the continued success of Messe München and its shows in South Africa and developing the potential market share in Southern Africa is a great opportunity and exciting challenge for me. As a continent, Africa has phenomenal potential in the Trade Show sector, particularly in the sub-Saharan region.”

“We look forward to having a South Africa industry expert like Ms. Scheepers on board at our subsidiary in the Messe München Group. In South Africa, Messe München will benefit from her expertise”, says Klaus Dittrich, Chairman & CEO of Messe München.

Messe München organizes in Johannesburg the trade shows IFAT Africa, bau- ma CONEXPO AFRICA, food & drinktechnology Africa und die analytica Lab Africa.

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**Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungscenter München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.