

Press release

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Messe Frankfurt UK takes on international event portfolio

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Messe Frankfurt UK has this month grown to incorporate the sales and marketing of the full international portfolio of the organiser's 160 events into their team, based near Guildford, Surrey.

Under the leadership of Simon Albert, the Messe Frankfurt UK subsidiary has been responsible for the organisation of Automechanika Birmingham since its acquisition in 2018, and now adds the sales of Messe Frankfurt's entire portfolio of shows as a string to its bow.

In the past, responsibility for outbound sales in the UK and Ireland have fallen to the official sales partner, Sherwood Event Services, but on April 1st, these activities moved in house, along with the entire existing team.

Managing Director Simon Albert commented "The decision by the Board of Management confirms their commitment to the UK exhibition industry and strengthens our UK subsidiary. This is the latest step in our ambition to develop further with the UK market."

It's been an unusual time for such a change, as just weeks before the handover was due to take place, the country went in to lockdown, and offices everywhere had to close.

Albert explained "Remotely onboarding 6 new staff with IT equipment, carrying out an induction programme and getting to know them has been a challenge I had never come across previously in my career!"

So how does a new team bond when they're not even allowed to meet?

"Communication during the lockdown is so important, not only to work together efficiently, but also for mental wellbeing. As well as the more business related team conference calls, weekly after-work video socials give the team a fun way to stay connected" says Albert.

Once out of lockdown, the team will soon move to a brand new office near Guildford, UK.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events,

Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2019

Background information on Messe Frankfurt UK Subsidiary

Messe Frankfurt UK is the subsidiary of the Messe Frankfurt Group in the United Kingdom and Ireland. Founded in 2018 at the acquisition of Automechanika Birmingham, and based near Guildford, UK, our team of 15 are responsible for the organisation of Automechanika Birmingham, and supporting UK and Irish exhibitors and visitors at all Messe Frankfurt shows across the globe.