

Press Release

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Messe Frankfurt restructures its Textile Business Unit with personnel changes for the Texpertise Network

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With its Texpertise Network, Messe Frankfurt leads the world market in events for apparel fabrics, fashion, home textiles, technical textiles and textile processing. Now, there have been a number of personnel changes in the business unit, a division of Messe Frankfurt that includes the Frankfurt Fashion Week and is headed by Olaf Schmidt, Vice President Textiles & Textile Technologies.

The Frankfurt Fashion Week has been enriching Messe Frankfurt's portfolio of textile events since the announcement in May 2020. Due to the pandemic, the first edition in July 2021 was held digitally as the FFW Studio. The event was organised by Frankfurt Fashion Week Director Dr Hendrik Müller-Giegler, who took over this position in June 2021 from Ricarda Quehl, who is currently on maternity leave. With managerial and international marketing experience in the media and entertainment industry, Hendrik Müller-Giegler, joined Messe Frankfurt as Marketing Communications Director in the Entertainment, Media & Creative Industries Business Unit in 2018.

A major role in the development of the Frankfurt Fashion Week has also been played by Claudia Franz, who has extensive experience of the international fashion and textile sector and has been with Messe Frankfurt as Director of Brand Management, Interior & Contract Textiles and Apparel Fabrics & Fashion, since 2019. She is currently involved in the launch of the new quality mainstream fashion fair, Val:ue, and a supplementary downstream event, Apparel Sourcing in Fashion, both of which will be held in association with the Frankfurt Fashion Week.

Two other changes have been made following the resignation of Thimo Schwenzfeier who leaves the company at his own request on 31 October 2021, to take up new professional challenges.

He is followed in the position of Neonyt Show Director by Bettina Bär who has worked for Messe Frankfurt in a variety of positions in the consumer-goods fairs division since 2012, most recently as Tendence Show Director. In this connection she was, inter alia, jointly responsible for the Ethical Style Guide, in which ecologically oriented exhibitors of the Tendence trade fair were specially labelled and promoted after having been selected by an expert jury. Additionally, Bettina Bär has been appointed co-director of the new fashion fair, Val:ue, which makes its debut during the Frankfurt Fashion Week in January 2022 and is set

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to be the corner stone of the quality and mainstream fashion segment.

The Marketing Communication Department has been headed by Ivonne Seifert since 1 October 2021. Accordingly, she is now in charge of marketing communication for the leading international trade fairs, Heimtextil, Techtextil and Texprocess, and the Neonyt and Val:ue fashion fairs, as well as the communication activities for the international Texpertise Network. Ivonne Seifert joined Messe Frankfurt ten years ago and has held a variety of positions in marketing. She has extensive marketing expertise in both the B2B and B2C fields.

All report to Olaf Schmidt, Vice President Textiles & Textile Technologies, who is responsible for the Texpertise Network at Messe Frankfurt. With an unparalleled portfolio of around 60 international textile fairs, Messe Frankfurt is the world market leader for trade fairs in the textile sector. In 2019, the last year before the pandemic, more than 23,000 exhibitors and over 600,000 visitors took part in events organised by Messe Frankfurt around the globe. The spectrum of fairs covers the whole value chain of the textile industry.

Information for the press about the Texpertise Network and news from the textile and fashion sector:

www.texpertise-network.com

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We 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. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters 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