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Victoria Vehse joins Product Management at NürnbergMesse Group

- **Event manager will be new Vice President as from 1 March 2024, contributing extensive experience in corporate transformation**
- **The new member of the Management Board completes newly formed team of Business Unit Product Management headed by Petra Wolf**

NürnbergMesse is reinforcing its Product Management by recruiting Victoria Vehse (40), an event manager with extensive experience and expertise in the exhibitions business. Vehse, coming from Messe Freiburg, will be joining NürnbergMesse Group as a new Division Head at the Exhibition Centre Nuremberg, starting on 1 March 2024. With this addition, the management crew at the Product Management Business Unit headed by Petra Wolf, Member of the Executive Board at NürnbergMesse Group, will be complete: “I’m very pleased that we’ll be able to further reinforce our team with Victoria Vehse. She’s a true force of nature, and has demonstrated her sales and trade fair skills in a wide variety of capacities in the exhibitions industry. Her experience with transformation at exhibition companies will assist us in developing our events further,” Wolf said.

Vehse, a Munich native who studied in Barcelona, Bamberg and Maastricht and holds a Master of Science in International Business, has been gathering trade fair experience for 17 years at such major players as Messe Freiburg, Messe München, and meplan. Her career has included positions with trade fairs and conferences in Germany and abroad, responsibility for projects in service and logistics, and expertise as the managing partner of a company she founded herself. Since 2021 she has worked for Freiburg Wirtschaft Touristik und Messe (FWTM), where she was department head for the Freiburg Trade Fair and also headed projects to optimise structures and processes, especially in further developing and expanding both the existing events portfolio and new formats. “I’m looking forward to this exciting new assignment, and to helping build the future of NürnbergMesse and its events together with my future team,” she said.

NürnbergMesse GmbH
Unternehmenskommunikation
Corporate Communications
Messezentrum
90471 Nürnberg
Germany

T +49 9 11 86 06-80 28
F +49 9 11 86 06-12 80 28

presse@nuernbergmesse.de
www.nuernbergmesse.de

Vorsitzender des Aufsichtsrates
Chairman of the Supervisory Board
Marcus König
Oberbürgermeister
der Stadt Nürnberg
Lord Mayor of the
City of Nuremberg

Geschäftsführer
CEO
Peter Ottmann

Registergericht
Registration Number
HRB 761 Nürnberg

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The Product Management Business Unit is where NürnbergMesse Group brings together all aspects of its core business for its own events and events held by partners and guests at the Exhibition Centre Nuremberg. Victoria Vehse will join Thomas Preutenborbeck and Jan Gerrit Ebener in reporting to Petra Wolf.

About the NürnbergMesse Group

The NürnbergMesse Group is one of the 15 largest exhibition companies in the world. It includes NürnbergMesse GmbH and that company's 15 subsidiaries and affiliates. The Group employs more than 1000 people at eleven locations in Germany, Brazil, China, India, Italy, Greece, Austria and the USA. It also has a network of international representatives in more than 100 countries. Its portfolio comprises some 120 national and international exhibitions and conferences held in person and as digital events, focusing on five general fields: Retail & Consumer Goods, Building & Construction, Process Technology, Electronics & Security, and Social & Public. The company has also been incorporating more and more aspects of sustainability into its trade fair concepts. Its events secure more than 12,000 jobs and generate billions of euros each year in purchasing power and tax revenue, making NürnbergMesse a major economic engine for the Nuremberg metropolitan region and Germany as a whole. As an employer and organizer of major events, NürnbergMesse assumes responsibility for people and the environment. It shapes its corporate actions in accordance with the 17 UN Sustainable Development Goals (SDGs) with the aim of achieving climate neutrality by 2028.

Contacts for press and media

Dr. Ulf Santjer

T +49 9 11 86 06-80 28

M +49 170 56 58 228

ulf.santjer@nuernbergmesse.de

Maximilian Hensel

T +49 9 11 86 06-85 15

M +49 170 70 57 646

maximilian.hensel@nuernbergmesse.de

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