

November/2014

## Koelnmesse Appoints Hans Stoter as new General Manager Koelnmesse China

Koelnmesse has announced the appointment of Hans Stoter as General Manager of Koelnmesse Co. Ltd.

In this new role as General Manager, Hans Stoter will be responsible for all of Koelnmesse's trade fairs, conventions and conferences in China. With his fifteen years of MICE industry experience and deep knowledge of the national market, Hans Stoter will focus on expanding Koelnmesse's already strong market position in China.

Hans Stoter completed his professional education in the Netherlands and holds a degree in business economics. He started his career in the exhibition industry in 1999 for VNU Exhibitions, and subsequently joined leading exhibition and conference organizers including UBM and i2i Events Group in Europe and China. During these 15 years, Hans Stoter launched and developed many exhibition portfolios in Asia and Europe.

Prior to joining Koelnmesse Co. Ltd. in Beijing, Hans Stoter held the position of Interim General Manager at the i2i Events Group in Shanghai, China.

Michael Dreyer, Vice President, Asia Pacific, Koelnmesse Pte Ltd highlighted that, " Hans' considerable experience in event management and business development is vital in helping us identify new market opportunities and industry challenges ahead. I have tremendous confidence in Hans' ability to grow the company's presence and profile in China."

Contact:  
Rena Bay  
Tel.  
+ 65 6500 6707  
Fax  
+ 65 6296 2771  
E- mail  
r.bay@  
koelnmesse.com.sg

Koelnmesse Pte Ltd  
152 Beach Road  
#25-05 Gateway East  
Singapore 189721  
Singapore  
Tel. +65 6500 6700  
Fax +65 6294 8403  
info@koelnmesse.com.sg  
www.koelnmesse.com.sg

For more information on Koelnmesse in China, please visit [www.koelnmesse.cn](http://www.koelnmesse.cn).

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### **About Koelnmesse**

Founded in 1922 and headquartered in Cologne, Germany, Koelnmesse is one of the world's largest trade fair organisers, whose international trade fairs are widely acknowledged as global leaders in their fields. Koelnmesse in Singapore functions as the regional headquarter for the group in Asia Pacific, organising trade fairs throughout Asia and offering multiple services to support companies from the Asia Pacific region to successfully participate in Koelnmesse business-to-business trade fairs in Europe and around the world.

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