

Press release

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Change in management at Messe Frankfurt France

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Michael Scherpe is handing over the reins to his successor at our Messe Frankfurt France subsidiary.



Frédéric Bougeard, President of Messe Frankfurt France as of 1 April 2020.

Frédéric Bougeard will be taking over as President of Messe Frankfurt France as of 1 April 2020 – he is joining the company as Director General on 20 January 2020. Frédéric Bougeard is succeeding Michael Scherpe, who has been in charge of the company since its establishment in 2002 and has spent some 40 years with Messe Frankfurt. As he turns 70, Scherpe is passing control of Messe Frankfurt France to his successor. In his time with the company, Michael Scherpe has succeeded in building up a highly successful subsidiary that is of great importance for the Messe Frankfurt Group, employing 25 people and currently generating some €28 million in sales. “He has earned our thanks and our appreciation, and we are delighted that he will continue overseeing Messe Frankfurt’s independent sales agency in France, which he took charge of in 1981,” says Detlef Braun, Member of the Executive Board of Messe Frankfurt.

Frédéric Bougeard has held various senior management positions in the trade fair industry and is well versed in both the French and international markets. He has been responsible for Maison & Objet Paris since 2001 and was above all instrumental in significantly increasing the number of international participants at the event. Prior to this, he worked as an International Sales Manager for Reed Exhibitions.

Detlef Braun: “We have no doubt that, in Frédéric Bougeard, we have taken on an excellent manager and industry expert who will maintain

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stability and continue the expansion of Messe Frankfurt France.”

Before joining Reed Exhibitions, Frédéric Bougeard worked for trade fair organiser Blenheim in Düsseldorf. He completed his master’s degree in Management and International Business Administration in Paris and Tokyo, and in addition to French, his native language, he speaks English, German and Japanese.

The subsidiary Messe Frankfurt France S.A.S., which is based in Paris, was established in 2002 and currently employs 25 people. Its event portfolio includes the textile fairs Texworld Paris, Apparel Sourcing Paris and JET Expo.

Picture material can be found in our online newsroom at:

<http://m-es.se/z1R3>

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