



## ProWein 2011 – Press Release No. 1 / June 2010

### **ProWein 2011: Kicks Off with New Executive Vice President Messe Düsseldorf repositions its Operative Business**

Three months after successfully concluding ProWein 2010, the International Trade Fair Wines and Spirits, Messe Düsseldorf GmbH takes a clear step towards rejuvenating its top management. At the same time, the company demonstrates a high degree of continuity by appointing Hans Werner Reinhard (39) new Executive Vice President, who is also responsible for ProWein, to name just one project.

ProWein 2010 enjoyed record attendance and a new record in exhibitor participation this March. Over 3,300 exhibitors and 36,000 trade visitors from all over the world came to do business at the most important meeting of the international wine and spirits sector.

Hans Werner Reinhard takes over from Wilhelm Niedergöker, who left his management post at Messe Düsseldorf GmbH to retire. Commenting on this Werner M. Dornscheid, Board Chairman at Messe Düsseldorf, said: "We are now placing the responsibility for 14 fairs at the Düsseldorf venue as well as for all third-party events in the hands of a young Managing Director who is very experienced in the trade fair business," adding: "We are particularly delighted to be able to develop our management team with in-house talents thanks to targeted talent promotion."

Already after studying International Business Administration at the European Business School in Oestrich-Winkel, in Buenos Aires and at Berkeley (USA) Reinhard focused on the international trade fair business. He started his professional career with Messe Düsseldorf International in 1997 joining the project team of the German Pavilion at the EXPO 2000 in Hanover. In October 1999 he moved together with Werner M. Dornscheidt to the Leipzig Messe where he acted as a department head and project manager. Since January 2004 Reinhard has held power of attorney for the Düsseldorf Messegesellschaft and has managed the national trade fair division

Internationale Fachmesse  
Weine und Spirituosen  
International Trade Fair  
Wines and Spirits  
Fiera Internazionale  
Vini e Liquori  
Salon International  
Vins et Spiritueux  
Feria Monográfica Internacional  
de Vinos y Bebidas espirituosas

Düsseldorf, Germany

**27. – 29. 3. 2011**

[www.prowein.com](http://www.prowein.com)



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Mitgliedschaften der  
Messe Düsseldorf:



The global  
Association of the  
Exhibition Industry



Ausstellungs- und  
Messe-Ausschuss der  
Deutschen Wirtschaft

Öffentliche Verkehrsmittel:  
U78, U79: Messe Ost/Stockumer Kirchstr.  
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“Inlandsmessen 2”. In addition to ProWein he is also in charge of other leading international trade fairs such as EuroShop, The Global Retail Trade Fair, and interpack, PROCESS AND PACKAGING.

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