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EISENWARENMESSE

Koelnmesse: Sebastian Hein appointed new Director of EISENWARENMESSE - International Hardware Fair and Asia-Pacific Sourcing

As of 1 November 2023, Sebastian Hein will assume the position of Director of EISENWARENMESSE - International Hardware Fair and Asia-Pacific Sourcing. He succeeds Matthias Becker, who has served in this role since 2013. We thank Matthias Becker for his commitment and wish him all the best for his new task.

Mr Hein has been closely associated with Koelnmesse for many years. He began his career at Koelnmesse in 2014 in the area of corporate development and completed the in-house trainee programme.

Sebastian Hein then moved to sales, where he made a significant contribution to the positive development of the EISENWARENMESSE - International Hardware Fair and Asia-Pacific Sourcing events as sales manager.

Since July 2023, Mr Hein has been an IT project manager in the central IT department, where he is largely responsible for managing digital transformation projects.

“We are pleased to have found talent from within our Koelnmesse family for this position,” says Oliver Frese, COO of Koelnmesse. “Sebastian Hein has already demonstrated his innovative spirit and personal qualities in various roles at Koelnmesse. These skills will help to grow EISENWARENMESSE - International Hardware Fair and Asia-Pacific Sourcing.”

Image material for media professionals: [portrait of Sebastian Hein](#)

Koelnmesse - industry trade fairs for the hardware sector: As a top international trade fair organiser, Koelnmesse is the global market leader in organising events for the hardware/ironware segment. It hosts the leading international event EISENWARENMESSE - International Hardware Fair Cologne at its trade fair grounds in Cologne, where Asia-Pacific Sourcing also showcases products, innovations and trends for homes and gardens from the Far East. In addition to the events at its Cologne headquarters, Koelnmesse is expanding its portfolio internationally in key markets: The China International Hardware Show in Shanghai, the International Hardware Fair Italy in Bergamo and the International Hardware Fair India in New Delhi are bespoke events and leading trade fairs for the region with international participation. They create the foundation for sustainable, international business for their participants and bring together supply and demand within the sector with a carefully targeted approach. www.hardware-worldwide.com



EISENWARENMESSE -
International Hardware Fair
03.03. - 06.03.2024
eisenwarenmesse.com

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Executive Board:

Gerald Böse (President and Chief
Executive Officer)
Oliver Frese

Chairwoman of the Supervisory
Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of
jurisdiction:
Cologne
District Court Cologne, HRB 952

The next events:

International Hardware Fair India - powered by EISENWARENMESSE, New Delhi
02.12. - 04.12.2023

INTERNATIONAL HARDWARE FAIR COLOGNE, Cologne 03.03. - 06.03.2024

China International Hardware Show - Leading Trade Fair for Tools, DIY and Building
Hardware, Fasteners, Security Systems, Locks and Fittings, Shanghai 21.10. -
23.10.2024

Note for editorial offices:

EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR photos are available in our
image database at: [Image database | International Hardware Fair](#)
(eisenwarenmesse.com)

Press information is available at: [Press releases of the INTERNATIONAL HARDWARE](#)
[FAIR | International Hardware Fair \(eisenwarenmesse.com\)](#)

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