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Koelnmesse appoints Jasmin Fischer as new Vice President Corporate Communications

Guido Gudat is leaving the company after almost 35 years

Jasmin Fischer (46) will be assuming the role of Vice President Corporate Communications at Koelnmesse on January 1, 2023, with responsibility for global press relations and corporate PR, internal, political, financial and sustainability communications. She will be succeeding Guido Gudat, who is retiring at the end of the year after almost 35 years with Koelnmesse.

In her new role, Jasmin Fischer will be reporting to President and Chief Executive Officer Gerald Böse. She will be working closely with him, the other members of the Executive Board, and Koelnmesse executives on all strategic communications issues.

"We are happy to have gained such a proven reliable communications expert in Jasmin Fischer, with her excellent network in NRW and her international experience," says Gerald Böse. "Against the backdrop of our global trade fair and congress business, it will further strengthen corporate communications and significantly expand Koelnmesse's visibility in our existing and new target markets."

Jasmin Fischer most recently served as Head of Corporate Communications at FUNKE Mediengruppe in Essen, where her work was honoured last year with the prestigious International Public Relations Association's IPRA Golden World Award for Excellence as well as the German PR Report Award. Previously, the accomplished manager and journalist headed global media relations for the former elevator division of thyssenkrupp and worked for many years as the London correspondent for a number of major German regional newspapers. She holds a doctorate in political science and studied in Leipzig and New York.

Outstanding communication milestones are on the horizon for her and the company with the inauguration of the new event location Confex as well as the 100th anniversary of Koelnmesse in 2024 and the current transformation of the trade fair industry, particularly in the areas of digitalisation, sustainability and customer orientation.

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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

"No sector unleashes the power and added value of personal encounters, togetherness and commerce as effectively as the trade fair business," says Jasmin Fischer. "I look forward to supporting Koelnmesse, a strong ambassador for the region, economic engine and international driver of innovation."

A portrait of Jasmin Fischer is under this [link](#).

Note to editors: A press release on Guido Gudat's retirement will follow in December.

About Koelnmesse:

Koelnmesse employs around 1000 people. As a city trade fair in the heart of Europe, it occupies the third largest trade fair grounds in Germany and, with almost 400,000 m² of hall and outdoor space, is among the top ten largest trade fair grounds in the world. Each year, Koelnmesse organises and manages around 80 trade fairs, guest events and special events in Cologne and in the most important markets all over the world. Its portfolio reaches over 54,500 exhibiting companies from 122 countries and around three million visitors from more than 200 nations. Until 2034, Koelnmesse is investing more than 700 million euro in the development of the trade fair grounds into the most extensive investment programme in its history, to allow it to cover all event formats in the future.

Photo material for Koelnmesse:

<https://www.koelnmesse.com/news/image-database/image-database.php>

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