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34 years with Koelnmesse: Vice President Corporate Communications Guido Gudat is retiring

Long-time Head of Communications - Jasmin Fischer to follow in January

After over 34 years, Guido Gudat (62), Vice President Corporate Communications, is leaving Koelnmesse, the trade fair sector and active working life at the turn of the year. Jasmin Fischer (46) will succeed him in January.

After completing his business studies and working briefly as a journalist, Guido Gudat began his first "real" job in the summer of 1988 at KölnMesse (as it was written at that time). He began his career as a press officer in Marketing Communications, where he was in charge of public relations for events including photokina, ORGATEC, the International Hardware Fair and spoga until the turn of the millennium.

The relationship was to last a working lifetime. In 2001, he transferred to Corporate Communications, which he has headed since the end of 2006. After more than 16 years in this role, he is the company's longest-serving Vice President Corporate Communications to date.

Since 2008, he has been reporting to Gerald Böse, who joined Koelnmesse as CEO at that time. "With Guido Gudat, we are losing a true trade fair veteran with excellent networks, both within the company and throughout the trade fair and media landscape. He has gone above and beyond in terms of both competence and loyalty, on which I have been able to rely at all times. On behalf of the Executive Board and the Koelnmesse management team, we wish him the very best," says Böse in reference to the 14 years of teamwork.

"It has been the best communications job in the world. I am honoured to have been able to represent an industry and a company with a global, deeply democratic, diversified approach, in which all nations deal with each other according to the same rules of the game," Gudat summarises. "And it is also firmly rooted in the region. Koelnmesse is an integral part of the city and therefore constantly in the focus of its citizens and the media." The years-long discourse about financing the North Halls and the transformation of the company logo from the cathedral motif to today's seven impulse points are just two examples.

"I also had an incredible number of exciting encounters, in Cologne and around the world, as ambassadors for the trade fair and business location in South America, India, Asia and at the World Expos, where Koelnmesse repeatedly organised the German participations." In a nutshell: "It's been fun!"

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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

What does the future hold? "I will certainly miss the exchange with media representatives, my colleagues in Cologne and partners throughout the trade fair sector and across numerous networks. I am looking forward to lots of activity with little plan, to taking or leaving 1,000 opportunities. I have tremendous respect for leisure time, a life without Koelnmesse, without e-mails and full calendars. In any case, I will enjoy the time with my wife and family."

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Photos of Guido Gudat: [Link](#)

Press release about Jasmin Fischer: [Link](#)

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. In the coming years, Koelnmesse will be ensuring the sustainable future viability of its trade fair location with the most extensive investment programme in its history and continue the conversion, modernisation and digitalisation of its grounds.

Photo material for Koelnmesse:

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

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