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Koelnmesse brings internationally experienced EXPO manager Sebastian Rosito back to Cologne for new leadership role

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On 1 January 2024, Sebastian Rosito (43) is returning to Koelnmesse to take over as Senior Vice President in Cologne with responsibility for the International Hardware Fair, Asia-Pacific Sourcing, spoga+gafa, spoga horse and h+h cologne. He will also manage the relevant outbound events in the division portfolio as part of his global portfolio responsibility. He is taking over from Markus Oster, who has been temporarily managing the business unit alongside his regular role.

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Currently Vice President Corporate & Business Development at Messe Berlin, Sebastian Rosito has an impressive international track record. He managed the German Pavilion at EXPO 2020 in Dubai for Koelnmesse with great success and has put a lot of work into developing the foreign trade fair participation business.

Executive Board:

Gerald Böse (President and Chief

Executive Officer)

Oliver Frese

“Sebastian Rosito has already proven his exceptional innovative spirit and strong leadership skills in various roles at Koelnmesse,” says Oliver Frese, Chief Operating Officer (COO) at Koelnmesse. “As an established product developer, he is extremely attuned to the market, knows how to successfully implement products and, together with his team, will continue to pursue Koelnmesse’s growth strategy with vigour.”

Chairwoman of the Supervisory Board:

Mayor of the City of Cologne

Henriette Reker

The international portfolio in Rosito’s future division is experiencing particularly dynamic growth: Key trade fairs include the China International Hardware Show, International Hardware Fair Italy, h+h americas and, from December, the new International Hardware Fair India.

Headquarters and place of

jurisdiction:

Cologne

District Court Cologne, HRB 952

For Sebastian Rosito, the move to Cologne is a homecoming. From his initial internship in 2004, followed by a trainee programme, group management of foreign trade fair participations and finally management of the German Pavilion at EXPO 2020 in Dubai, the business informatics graduate already has a long history with Koelnmesse.

“I am really looking forward to returning to my roots. This is where I grew up and took my first professional steps,” says Sebastian Rosito. “With my love of complex corporate issues and past professional experience in roles with real creative opportunities, I am really looking forward to managing the strategically important issues - both nationally and internationally - that will help secure Koelnmesse’s success.”

“We would like to take this opportunity to thank Markus Oster, who not only took on responsibility for the business unit alongside his actual role but has overseen its successful development during challenging times as the sector was reawakening,” says Oliver Frese. Markus Oster will remain responsible for his regular global event portfolio. “He is handing over the trade fairs he has been managing in addition to his own portfolio in a thriving state, and we wish Sebastian Rosito every success as he returns to Koelnmesse to take over the division.”

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A portrait of Sebastian Rosito can be downloaded under this [link](#).

About Koelnmesse:

Koelnmesse employs around 1,000 people. The city-centre trade fair at the heart of Europe occupies the third largest trade fair grounds in Germany and, spanning almost 400,000 square metres of hall and outdoor space, it numbers among the top ten worldwide. Each year, Koelnmesse organises and manages around 80 trade fairs, guest events and corporate events in Cologne and in the most important markets around the world. Its portfolio attracts over 54,000 exhibiting companies from 122 countries and approximately three million visitors from more than 200 nations.

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