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## Koelnmesse: New Managing Directors in Mainland China and Hong Kong

### Managing Director Keith Tsui leaves Koelnmesse

**Michiel Kruse (58) is assuming responsibility for Koelnmesse's business in Mainland China, succeeding Keith Tsui, who is leaving the company at his own request. Mathias Küpper (48) will assume management responsibility for the subsidiary in Hong Kong, as part of his existing role as Vice President Asia-Pacific at Koelnmesse. Mainland China and Hong Kong are important focus regions for Koelnmesse. The local subsidiaries, which were founded in 2002, organise trade fairs locally and also serve as the contacts for Chinese customers participating in Koelnmesse events globally.**

"The Chinese market is an important part of our trade fair business," emphasises Gerald Böse, CEO of Koelnmesse GmbH. "Our trade fair events in China are either firmly established or promising new developments. The numerous exhibitors and visitors from Mainland China and Hong Kong also play an integral role in the success of the trade fair business in Cologne and abroad. In the future, we will continue to focus on expansion in the region with further development of existing trade fairs as well as exciting new projects."

Michiel Kruse will assume responsibility for the business in China including the offices in Beijing, Shanghai and Guangzhou. He has been active in the trade fair industry for over 20 years. His career began as International Director at VNU Exhibitions Asia in Shanghai, where he spent almost ten years getting to know and building up the trade fair business and its network in China. After senior management roles at UBM Asia and Clarion Events Asia, he most recently worked as an independent industry consultant, advising local and international trade fair organisers on the development and expansion of their trade fair and congress business with a focus on Asia. "I am very much looking forward to using my network and my experience for Koelnmesse in the future and further strengthening the business in China together with the team," says Kruse.

Mathias Küpper, Vice President Asia-Pacific of Koelnmesse, will assume management responsibility for the subsidiary in Hong Kong. Küpper is also responsible as Managing Director for the subsidiaries in Singapore, Thailand and Taiwan region. "I am familiar with our business in Hong Kong, as I have already worked there as General Manager for Koelnmesse," reports Küpper. "I am looking forward to new challenges and expanding the business there."

Both colleagues succeed Keith Tsui, who has been responsible for the business in China and Hong Kong since 2018. Tsui is leaving Koelnmesse at his own request to

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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

take on a new professional challenge. Together with his team, he has successfully shaped the business in the offices in Mainland China and Hong Kong since 2018, strengthening the foundation and potential of the local China business. He led the subsidiaries through the challenging COVID years and successfully brought Chinese sales beyond pre-COVID levels in 2023 as a new sales record in China.

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The portfolio in the Chinese market includes Anuga Select China and SIGEP China in the food and beverage sector. In the furniture supply sector, interzum guangzhou has been successful for years, as the China International Hardware Show has been for the entire hardware and DIY industry. China is also very well represented at the Cologne location. In 2023, approximately 3,500 Chinese exhibitors took part in events in Cologne.

Photo material for media representatives: [New Managing Directors China & Hong Kong](#)

**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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