

No. 16 / -, Cologne

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Koelnmesse strengthens its strategic footprint in Asia with new APAC leadership structure

- Koelnmesse appoints Mathias Küpper as its first Regional President Asia-Pacific, strengthening strategic leadership across the region
- New regional structure enhances collaboration between subsidiaries in Singapore, Thailand, Indonesia, Japan, China, and Hong Kong
- Expanding Koelnmesse's portfolio in Asia with major new trade fair launches across key growth markets

Koelnmesse is expanding its strategic presence across the Asia-Pacific region (APAC) and introducing a strengthened leadership framework to support its long-term strategy. With the appointment of Mathias Küpper as Regional President APAC, the company is consolidating responsibilities, enhancing cross-regional cooperation and accelerating the development of its established global brands in key Asian growth markets.

Effective 1 December 2025, Mathias Küpper will assume the newly created position of Regional President APAC, in addition to his current responsibilities as Managing Director of both Koelnmesse Pte. Ltd. in Singapore and Koelnmesse's joint venture Expolink Global Network Ltd. in Thailand. Based in Singapore, he will lead the strategic alignment and collaboration across Koelnmesse's subsidiaries in the region. His responsibilities include overseeing the organisation's activities in Singapore, as well as guiding the strategic development of its trade fairs and offices in Thailand and Indonesia, alongside the markets and opportunities in neighbouring countries across the APAC region.

"As Regional President APAC, Mathias Küpper will work closely with our management teams in Japan, China and Hong Kong to further strengthen our regional portfolio, expand cross-market partnerships and enhance our commercial performance through closer alignment and optimised processes," says Gerald Böse, President and Chief Executive Officer of Koelnmesse.

As part of this realignment, Mathias Küpper will hand over the operational management of the Hong Kong subsidiary to Michiel Kruse, who will take on this responsibility in addition to his current role as Managing Director of Koelnmesse's Chinese subsidiary, with offices in Beijing, Shanghai and Guangzhou.

"The reorganisation comes at a time of strong international growth for Koelnmesse," says Mathias Küpper, designated Regional President APAC. "We have significantly expanded our portfolio in Asia in recent years and successfully positioned leading

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trade fair brands in dynamic growth markets. My goal is to continue this course consistently, further strengthen our presence across the region and work with our local teams to unlock new opportunities for growth.”

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In 2024, Koelnmesse celebrated successful premieres, for example, in Bangkok with THAIFEX - HOREC Asia and Anuga Select Japan in Tokyo. The expansion continued in 2025 with events such as the International Hardware Fair Indonesia, interzum jakarta, and the new DMEXCO Asia in Singapore. In 2026, additional platforms such as IFMAC/WOODMAC in Jakarta will follow.

Photographic material on this topic can be found here:

https://koelnmesse.omn-cloud.com/showLinkedImagesEN.jsp?keywordPath=/ISY3/Shop/Presse_Mitteilungen/Presse_Mitteilungen_2025/20251119_PM_neue_APAC_Fuehrungsstruktur&cms=neu

About Koelnmesse:

Koelnmesse employs around 1,200 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 corporate events in Cologne and in the most important markets all over the world. Its portfolio reaches over 49,000 exhibiting companies from 129 countries and around 2,5 million visitors from more than 220 nations. Until 2040, Koelnmesse is investing more than 1 billion euro in the development of the trade fair grounds with the most extensive investment programme in its history, to allow it to cover all event formats in the future. Koelnmesse has celebrated its 100th anniversary in 2024. 100 years in which Koelnmesse has brought people and markets together worldwide.

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