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Press release

Change of project leadership for INTERFORST

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Martina Ehrnsperger, the long-time Exhibition Director of INTERFORST, has decided to take a new direction in her life and left her position at Messe München on September 30, 2020. Ehrnsperger had been a member of the INTERFORST team since she joined Messe München in 1996. She became Exhibition Director of the leading international trade fair for forestry and forest technology in 2012.

In this position, Martina Ehrnsperger enhanced the concept behind INTERFORST and developed a large network in the industry. She focused in particular on creating a trusting relationship with all INTERFORST exhibitors and partners. For family-related reasons, the native of the Upper Franconian region in northern Bavaria has decided to shift the focus of her professional and private lives back to her homeland. Reinhard Pfeiffer, the Managing Director who oversees INTERFORST, and Georg Moller, the Executive Director for the trade fair, wished Martina Ehrnsperger all the best in the future.

Leadership of the INTERFORST project will be assumed by Petra Westphal, who has been responsible for INTERFORST since 2011, in a co-director role. The experienced trade-fair organizer Westphal will work with Jasmin Regiert, a well-known individual in the industry, and Nicole van Paassen, who joined the INTERFORST team on September 1, to create optimal conditions for the leading trade fair INTERFORST.

www.interforst.com

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Über die INTERFORST

Alle vier Jahre zeigt die INTERFORST als eine der international führenden Fachmessen für Forstwirtschaft und Forsttechnik die gesamte Logistikkette von der Aufforstung über die Holzernte bis hin zum Sägewerk. Ein weiterer Schwerpunkt ist die energetische Nutzung von Holz. Ein umfassendes Rahmenprogramm mit Kongress sowie vielfältigen Foren und Sonderschauen bringt Wissenschaft, Politik und Praxis zusammen.

Messe München

Messe München is one of the world's leading networking platforms. In a reflection of the slogan "Connecting Global Competence," Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München's portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues. These trade fairs include the world-leading trade fairs bauma, BAU, IFAT and ISPO Munich. The roughly 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors.

Messe München has one of the most modern exhibition grounds in the world and with its four locations in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München, and the Conference Center Nord, is able to fulfill all its customers' requirements individually. Messe München is very successful in its domestic market in Munich as well as in other countries. It is active in all important growth markets: China, India, South Africa, Brazil, Russia and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.