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Susanne Fischer the new Head of Marketing and Communications for the ispo Group and inhorgenta europe

As from 1 January 2008, Susanne Fischer will take up activities as new Head of the Marketing and Communications Department for the ispo Group and inhorgenta europe. In her new position, Susanne Fischer will be looking after all events of the “ispo” sports equipment and fashion fair at home and abroad as well as “inhorgenta europe”, the international trade fair for watches, clocks, jewellery, precious stones, pearls and technology.

Susanne Fischer can look back on many years of experience in the areas of international marketing, PR and sales in the all-year-round sport and outdoor sector. She last headed the Central European marketing for Timberland; previous stages in her career included ten years of marketing for Polartec in Europe, several years of sport PR in agency activity and the management of apparel at Lowe Alpine.

Manfred Wutzlhofer, Chairman & CEO of Messe München GmbH, states: “Susanne Fischer’s competence in both the industry as well as in PR will greatly assist us in our task of competently informing and looking after the industry, trade and media of the sport, outdoor and fashion sector through our trade fair events and information for the sector all the year round. We warmly welcome Ms. Fischer to our team.”

Tobias Gröber, Head of the ispo Group: “In Susanne Fischer, we are delighted to have found the ideal person to manage the Marketing and Communications Department. Ms. Fischer has international experience in our core target group and she is the perfect addition to our globally networked team.”

In her new position at Messe München GmbH, Susanne Fischer will already be looking after the coming ispo winter 08 (27 - 30 January 2008) as well as the following events of ispo winter, the ispo summer events, ispo china and Golf Europe and inhorgenta. She reports directly to Tobias Gröber, Director of Business Unit.

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You can find more information on the trade fair events of the ispo Group at www.ispo.com and information about inhorgenta europe at www.inhorgenta.com MK