

## NürnbergConvention: Alexandra Költsch to lead Event Acquisition

- **Destination Nuremberg: Acquisition and marketing staffed with new department head**

As of 1 May 2024, the new Head of Acquisition & Marketing Guest Events at NürnbergMesse is Alexandra Költsch, 44, who has been a member of our team since 2007. Her most recent post was Senior Manager in the International Acquisition & Marketing Department. Her new position had been filled on an interim basis by Jan Gerrit Ebener, Head of Guest Events & Congresses. Pleased that this important position has now been filled by someone from within the company's own ranks, he emphasised the great potential and creativity of the new department head: "Alexandra Költsch has the network, the experience, and the creativity to gear our event acquisition efforts to the future demands of customers in a modern way, entirely in the spirit of our values triad: uncomplicated, unfazed, unexpected."

**Nuremberg, 2 May 2024** – Alexandra Költsch has learned the event business from different angles: in an agency, through work on stand construction, and as a member of a NürnbergMesse project team when she was just a student. She has guided and helped shape NürnbergConvention, a marketing collaboration alliance between NürnbergMesse and CTZ Congress- und Tourismus-Zentrale Nürnberg, from the beginning in 2011, formerly with a focus on marketing and press work. "I'm very pleased to return to event acquisition in May, where I can be even closer to customers", said the committed team player: "I am not alone in my new job, but will be working with highly skilled colleagues, a well-rehearsed team in which everyone knows exactly what they're supposed to do. I can't wait to get started!"

### About NürnbergConvention

NürnbergConvention is a marketing collaboration alliance between NürnbergMesse and CTZ Congress- und Tourismus-Zentrale Nürnberg. Our jointly operated NürnbergConvention Bureau offers first-class service and expert advice as the first point of contact for all inquiries about events in the greater Nuremberg area. As your partner, we can do (practically) everything to ensure the success of your event, whether it be an international congress with several thousand participants, a unique product presentation event, or an exclusive gala event.

### About the NürnbergMesse Group

The NürnbergMesse Group was entered in the commercial register on 5 April 1974 as Nürnberger Messe- und Ausstellungsgesellschaft mbH (NMA), and is now one of the 15 largest exhibition companies worldwide. The Group employs more than 1000 people at eleven locations in Germany, Brazil, China, India, Italy, Greece, Austria and the USA. It also has a network of international representatives in more than 100 countries. Its portfolio comprises some 120 national and international exhibitions and conferences held in person and as digital events, focusing on five general fields: Retail & Consumer Goods, Building & Construction, Process Technology, Electronics &

Security, and Social & Public. The company has also been incorporating more and more aspects of sustainability into its trade fair concepts. Its events secure more than 12,000 jobs and generate billions of euros each year in purchasing power and tax revenue, making NürnbergMesse a major economic engine for the Nuremberg metropolitan region and Germany as a whole. As an employer and organiser of major events, NürnbergMesse assumes responsibility for people and the environment. It shapes its corporate actions in accordance with the 17 UN Sustainable Development Goals (SDGs) with the aim of achieving climate neutrality by 2028.

**Contacts for press and media**

Dr. Ulf Santjer                      Tel.: +49 170 56 58 228      Mail: [ulf.santjer@nuernbergmesse.de](mailto:ulf.santjer@nuernbergmesse.de)

Maximilian Hensel                Tel.: +49 170 70 57 646      Mail: [maximilian.hensel@nuernbergmesse.de](mailto:maximilian.hensel@nuernbergmesse.de)

All press releases as well as photos and more information are available for free downloading at: [www.nuernbergmesse.de/press](http://www.nuernbergmesse.de/press)