

Cologne Fair

Maik Fischer new Director of Interzum and ZOW

Monday, 30.04.2018



Photo: Cologne Fair

Since April 1, Maik Fischer (photo) is the new director of Interzum and ZOW. He succeeds Matthias Pollmann, who took over the duties of Arne Petersen at Koelnmesse as division manager at the end of last year.

Fischer joined the Koelnmesse team in August 2015. During his studies, the focus of the 40-year graduate in business administration was on the trade fair industry. Afterwards, he gained practical experience in marketing and sales at various companies, most recently as Head of Sales and Marketing. At Koelnmesse, he took over project management for the foreign fairs Feria Mueble & Madera, Andina, Pack and Alimentec in Colombia. In particular, his strong market knowledge and the international experience that Fischer brings make him an "ideal candidate for the position of the director of the world's leading trade fair for the supplier industry," as Koelnmesse announces.

For Fischer, especially the close contact with the industry is very important - a success factor of Interzum. "We know who we are going to do the fair for," says Fischer. "Interzum is very successful because it is geared to the needs of the industry. I will do my utmost to further develop what makes her so successful. " Fischer will work closely with Matthias Pollmann, who now leads the entire business, for his new position.

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