

## Press Release

### Michael Wiedekamp appointed Director Contract & Partnership Development

Hamburg, 3 June 2024 – Michael Wiedekamp (44) will take over the management of the newly created Contract & Partnership Development department at Hamburg Messe und Congress with immediate effect. In this role he reports to Lars Kanbach, Chief Operating Officer Venues at Hamburg Messe und Congress.

As Director Contract & Partnership Development, Michael Wiedekamp is responsible for the entire product portfolio management as well as the contract management for guest events at Hamburg Messe.

“Guest events are a key business activity at Hamburg Messe und Congress which has developed very positively in recent years and will continue to grow. In response to this trend, we have created the new Contract & Partnership Development department,” says CEO Uwe Fischer. “We are delighted that Michael Wiedekamp has taken on the responsibility of managing this department. Together with his future team, he will work on further expanding business relationships with our event partners.”

In his previous role, Michael Wiedekamp headed the Guest Events department at Hamburg Messe und Congress, a position he held since 1<sup>st</sup> April 2020. Before joining Hamburg Messe und Congress, Wiedekamp gained almost twenty years of extensive experience in various management and sales roles in the MICE industry. Born in southern Germany, he has been working in Hamburg since 2005. After holding various positions in the 5-star hotel industry, he moved to the Scandic Hotels Deutschland, where he held the position of Head of Group & Convention Sales for five years.

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