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Maud von Hoff appointed Communications Manager for the ispo Group and inhorgenta europe

On 15 June 2008 Maud von Hoff takes up her new post as Communications Manager, Consumer Goods Fairs at Messe München GmbH. In this role she will be managing the trade fairs ispo, Golf Europe and inhorgenta europe.

Maud von Hoff has already been working with Messe München GmbH, in particular ispo, for many years, on the industry side. Originally she was responsible for the areas of trade fairs and communications at Schöffel Sportbekleidung GmbH, then she was Head of Marketing Communication at Franz Ziener GmbH & Co., the manufacturer of sports clothing and gloves. While still a student Ms von Hoff worked in the ispo project management department, where her passion for both trade fairs and the sports sector was first awakened.

“We are delighted about the new appointment, which now completes our Communications Department,” said Susanne Fischer, Head of Marketing and Communications, Consumer Goods Trade Shows at Messe München GmbH. “Maud von Hoff has worked in communication for many years and she knows Messe München, in particular ispo, both from within, and from the industry side. We are convinced that her experience will open up new possibilities for our partners in the media in reporting on our trade fairs.”

As early as the end of June, Maud von Hoff will be assuming her duties for the ‘Running Order Show’ and ‘Sports Source Europe’ (both events 29.6.-1.7.08 in the Munich Order Centre M,O,C,). “I am looking forward to getting started straight away in the trade fair business with ROS and SSE while getting to know my new duties,” said Ms von Hoff. “What is particularly exciting of course, is that both events are new in the portfolio of Messe München.”

Maud von Hoff is reporting directly to Susanne Fischer, Head of Marketing and Communications, Consumer Goods Fairs at Messe München GmbH. For further information on ispo, go to: www.ispo.com

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