



**Barbara Weizsäcker**

General Secretary of the  
European Exhibition Industry  
Alliance (EEIA)

Barbara Weizsäcker studied languages, literature and linguistics in Freiburg (Germany) and Madrid (Spain) and specialised in "EU-Studies" in Paris (France). She started her career at the German Publishers and Booksellers Federation in Frankfurt (Germany) before moving to Brussels to work for the European Booksellers Federation (EBF). At EBF, she was responsible for relations with European Institutions and other relevant stakeholders in Brussels. In 2001, she joined Messe Frankfurt (Germany) where she established and developed a department for EU Affairs. Since 2008, she has been their Director of Public Affairs. Among other tasks, she has been responsible for the Messe Frankfurt EU-Office, the successful service campaign "Messe Frankfurt Against Copying" and for the EU-Working Group within EMECA, the European Major Exhibitions Centres Association.

She assumed her position as General Secretary of the EEIA on July 1, 2012.