

Manfred Wutzlhofer

Chairman & CEO, Messe München GmbH

UFI President 2009/2010

Manfred Wutzlhofer (born in 1944) has been Chairman & CEO of Messe München GmbH (MMG) and Spokesman for the Messe München International Group since 1996. In this position he is responsible for the overall management and coordination of the Messe München International Group, for consumer and capital-goods trade fairs, and for the M,O,C, Events and Order Centre.

Mr Wutzlhofer studied law at the universities of Munich and Regensburg. After passing the second state exam in law, he entered the Bavarian civil service in 1975 as an administration lawyer. Between 1976 and 1978 he worked in the Bavarian Ministry of the Interior. Following this, from 1978 to 1984, he served the City of Munich, Bavaria's capital, at last as Director of City Central Government.

Manfred Wutzlhofer has been with Messe München since September 1984. In 1985 he was granted general commercial power of representation for the company. As Head of the Central Services Business Unit, he was responsible for finance, personnel, administration and legal affairs, central purchasing, construction and technical services. He played a leading role from the beginning in the concept and planning stages for the construction of the New Munich Trade Fair Centre. In 1988 he also became Head of the External Events Division. Under his management, Messe München planned and organised its own events abroad. From 1985 to 1995 Mr Wutzlhofer also held general commercial power of representation for Messe München's subsidiary involved in the organisation of trade fairs abroad, IMAG – Internationaler Messe- und Ausstellungsdiens GmbH. Since 1 April 1992 Manfred Wutzlhofer has been a member of the Board of Management of MMG. Over the last four years Manfred Wutzlhofer has been building up a new business area called International Site Evaluation. This field of activity is concerned with providing consultation services to politicians, investors and trade-fair companies on all continents for the planning, construction and implementation of trade-fair and congress facilities and commercial centres and for the setting up of trade-fair companies and programmes.

In addition to his position as Chairman & CEO of Messe München GmbH, Manfred Wutzlhofer is also a member of the Board of Management of GHM, Gesellschaft für Handwerksmessen, which organises trade fairs for SMEs and the trades and crafts sector. Within the field of national and international trade-fair organisations, he has been appointed to many honorary posts. For example, as the representative of Messe München in GDG Gemeinschaft Deutscher Großmessen e.V. (the alliance of Germany's seven major trade fair companies), as Member of the Board of AUMA, Ausstellungs- und Messeausschuss der Deutschen Wirtschaft; as Executive Vice-President and, from November 2009, as President of UFI, the World Federation of the International Trade Fair and Exhibition Industry; and as Chairman of the General Assembly of CEFA, Central European Fair Alliance, a grouping of key trade fair companies in the Alps- Danube- Adriatic region.

In addition Mr Wutzlhofer is active in the economics advisory committees of a range of companies.