

CV

Dr. Reinhard Pfeiffer – Deputy CEO of Messe München GmbH



Dr. Reinhard Pfeiffer, born 1963, has been Deputy CEO of Messe München GmbH since April 2014. He is responsible for the business unit of technology trade fairs, with leading trade fairs such as electronica, automatica, LASER World of PHOTONICS and analytica, as well as their corresponding international trade fairs. Since starting at Messe München, he has also been responsible for capital goods trade fairs in Germany and abroad, such as BAU, drinktec and INTERFORST. In addition to the responsibilities for the end consumer trade fair f.re.e, he is also in charge of the business unit Guest Events, for the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München.

At the company's operational level, he is responsible for the Central Divisions Financial and Legal Affairs and Construction and Engineering.

Dr. Pfeiffer started his career at Messe München GmbH as a member of the management board in July 2008. Before that, he was managing director of Bayern International GmbH for several years, which focuses on the



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organization of Bavarian pavilions at trade fairs around the world and recruits and manages trips for delegations and entrepreneurs.

Pfeiffer studied law in Regensburg. He spent his period of practical training in various countries, including the USA. After passing the Second State Law Examination, he held various positions in the Foreign Trade and Press Departments at the Bavarian Ministry of Economic Affairs. From 1995 to 2000, he worked for the Ministry of Economic Affairs as representative of the Free State of Bavaria at the Federal Government in Bonn and Berlin.

In addition to being a board member of various foreign subsidiaries of MMG, he is involved with the Tourism Initiative for Munich (TIM e.V.) and is also a member of the DIHK Committee on Tourism and the advisory board of ADAC Südbayern e.V.s

He is married and has two children. He enjoys spending his free time in the mountains.

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