

Reed Exhibitions Deutschland appoints Dr. Mike Seidensticker to extended management

Reed Exhibitions Deutschland, organiser of the leading branch exhibition ALUMINIUM in Düsseldorf, has appointed Dr. Mike Seidensticker (52) to the extended management as authorised representative. Dr. Seidensticker has worked as press spokesman at the German headquarters of the world's largest exhibition company since 2003. His appointment is part of a larger plan to expand strategic brand communications, and places stronger emphasis on the media value of involvement in exhibitions. The doctor of history and publicist will perform his new tasks on top of his existing tasks as press and company spokesman.

“Seidensticker has been one of the strategic heads of our company for years now, and has a great reputation in the international exhibition and media world,” says Hans-Joachim Erbel, CEO of Reed Exhibitions Deutschland GmbH. He has been successful in forming one of the most effective communications departments in the classic as well as in the new media world, constantly developing it, and giving the exhibition communications of Reed Exhibitions an unmistakable, personal face.

With more than 500 exhibitions organised around the world, Reed Exhibitions is the world's leading exhibition company. In Germany Reed Exhibitions organises leading international exhibitions such as FIBO, EQUITANA, ALUMINIUM, PSI and viscom, among others.

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