

# Global Venue Experts Forum



**Jonas Scharf**

Chief Operating Officer  
MCH Group, Messe and Congress  
Center Basel | Messe Zürich

Jonas Scharf, COO of Exhibition and Events at MCH Group in Switzerland has been working in the event industry for over twenty years in various positions. He is responsible for the operations of Messe Basel and Messe Zurich within MCH Group. The group has a total of over 850 employees – roughly half of them in Switzerland and in USA. It achieved a consolidated revenue of CHF 393.7 million in the 2023 business year. MCH Group has consistently been among the ten most successful exhibition companies in the world and is the organizer of the famous ARTBasel formats on three continents. Jonas has served on the board of directors of EVVC, ICCA, AIPC and PCMA and is currently Vice President of EMECA, the European Major Exhibition Centres Association. He holds an MBA of the University of Basel and a MA in Hotel Management from the University of Applied Sciences in Lucerne. He lives in Switzerland with a family of five.