

Global Venue Experts Forum



Michael Kruppe

Chief Executive Officer & General Manager
Shanghai New International Expo Centre (SNIEC)

Michael Kruppe is Chief Executive Officer & General Manager of Shanghai New International Expo Centre (SNIEC) and has 27 years working experience in China. Mr. Kruppe also holds the leadership positions in various associations of the events industry, such as Board member of The Global Association of the Exhibition Industry (UFI), Board member of Asian Exhibition Association (AFECA), Vice Chairman of China Association for Exhibition Centers, Vice Chairman of MICE&TMC Committee of Shanghai Tourism Trade Association, Board member of German Center, Vice Chairman of Modern Service Industry Association of Shanghai Pudong New District.