



Michael Kruppe CEO / General Manager

Other positions:

Boardmember German Centre of Commerce and Trade Shanghai

Boardmember UFI, Global Exhibition Association

Boardmember, Asian Exhibition Association- AFECA

Boardmember German Chamber of Commerce East China

Vice Chair, Chinese Venue Association

Chair, Pudong Modern Industry Association

Awards:

2017 Shanghai Magnolia Award given by Shanghai mayor Han Zheng

2018 Person of the year in the Exhibition Industry

2021 Honorary Shanghai Magnolia Award given by Shanghai governor, now Chinese premier, Li Qiang

Company: SNIEC – Shanghai China

Career background

1986-2002

Manager at Helm Group in Germany, China and Hong Kong

Worldwide Sales/Marketing and Procurement of ingredients and raw material for chemicals, food, pharmaceuticals and steel industry

Organizer of exhibitor events worldwide on relevant exhibitions, conferences and forums

2002-2013

General Manager for German and Irish companies in China.

Responsible for setting up sales and marketing strategies in China and Asia , mainly for MNC targeting local and international players in the region.

Setting up 2 new large factories and operations in Shanghai.

Continuing to plan and execute shows as an exhibitor.

2014-now

CEO / General Manager - SNIEC

Shanghai New International Expo Centre

China's most successful exhibition centre with annually almost 8mio. visitors, 122,000 exhibitors and an average occupation rate of 75 pct in 2019, ww No.1, covering a total area of 300.000 m2