

heimtextil

Change of management at Heimtextil: Margit Herberth becomes new director of the household textiles segment

Frankfurt am Main, July 2023. Change of personnel at Heimtextil: Margit Herberth will be responsible for the household textiles segment of Heimtextil as director from 1 September 2023 and, together with Bettina Bär, will form the new dual leadership of the leading trade fair for home and contract textiles. Herberth, previously Director Marketing Consumer Goods / Multimedia & Data at Messe Frankfurt, succeeds Meike Kern, who is leaving the company of her own volition after 22 years to take on a new professional challenge.

Margit Herberth will take over as Director Heimtextil for the household textiles segment from September 1, 2023. She thus complements Bettina Bär, who has been responsible for the home textiles segment since September 2022. "We are delighted to have won Margit Herberth, a proven sales strategist with a strong global sales as well as marketing background, as Director Heimtextil," says Olaf Schmidt, Vice President Textiles & Textile Technologies.

Herberth has more than ten years of sales expertise as Senior Sales Manager for Messe Frankfurt's international consumer goods fairs Beautyworld, Hair & Beauty and Christmasworld. Since 2018, as Director Marketing Communications, she has managed all marketing activities for the Paperworld, Christmasworld and Creativeworld brands and was responsible for the design of global brand campaigns in the consumer goods sector, for example for Beautyworld.



New Director Heimtextil: Margit Herberth

Most recently, as Head of Multimedia & Data, she decisively drove strategic performance marketing, including the implementation of targeted smart data campaigns, as well as the

further development of audio and video formats for consumer goods trade shows - including Ambiente.

Margit Herberth will in future be responsible for the household textiles segment and thus for the world's largest brand and private label exhibitor range of bedding, bed linen, bathroom textiles, table and kitchen linen, mattresses, sleep systems, home accessories, blankets, pillows and textile processing machinery. Another important component is the further expansion of the textile sustainability content strategy as well as an even stronger internationalization of the Heimtextil Conference Sleep & More.

Meike Kern leaves Messe Frankfurt after 22 years

Herberth replaces Meike Kern as long-time director, who is leaving the company for a new professional challenge. "In addition to the significant expansion of national as well as global sales structures, Meike Kern has also played a trend-setting role in the further development of Heimtextil into a content platform and global condensate of environmentally friendly textile innovations - not least in 2011 with the initiation of the first green formats. We wish her all the best for her new professional station," Schmidt continues.



Meike Kern initiated sustainable formats at Heimtextil back in 2011

In her 15 years as Director, Meike Kern built strategic partnerships with customers on a global level, expanded sales channels and increased the market presence of exhibitors from core markets. In 2019, she also played a leading role in shaping the restructuring of Heimtextil and achieved an even clearer and more efficient visitor orientation at the trade fair with the targeted bundling and placement of the product range. In addition to several sustainable formats, she also established the Heimtextil Conference Sleep & More as a knowledge platform for the bedding trade as well as the industry and helped young start-ups to gain worldwide visibility at Heimtextil as part of New & Next.

Heimtextil.

International trade fair for home and contract textiles

Heimtextil will take place from 9 to 12 January 2024.

Press information and photographic material:

<https://heimtextil.messefrankfurt.com/frankfurt/en/press.html>

Internet and social media:

www.heimtextil.messefrankfurt.com

www.instagram.com/heimtextil

www.facebook.com/heimtextil

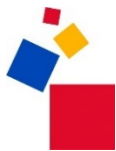
www.twitter.com/heimtextil

www.youtube.com/heimtextil

Newsroom:

Information from the international textile sector and the textile trade fairs of Messe Frankfurt worldwide:

www.texpertise-network.com

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and

economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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* Preliminary figures for 2022