

techtextil

texprocess

heimtextil

## Heimtextil, Techtextil and Texprocess strongly positioned for the future with a new management team

**Frankfurt am Main, 13 September 2022. The coming editions of the textile trade fairs Heimtextil, Techtextil and Texprocess of Messe Frankfurt will be held under new management. From 15 September 2022, Bettina Bär assumes responsibility for the Home Textiles segment of Heimtextil. Her partner in the joint leadership of the international trade fair for home and contract textiles is Meike Kern, who remains in charge of the Household Textiles segment. Bettina Bär follows Sabine Scharrer, who will take over as Show Director of the leading international trade fairs, Techtextil and Texprocess, including the associated brand management. She will succeed Michael Jänecke, who retires with effect from 1 January 2023.**

The leading trade fairs for technical textiles and nonwovens, as well as for the processing of textile and flexible materials, Techtextil and Texprocess, will be held under new management from 1 January 2023. Sabine Scharrer will take over the position of Show Director from Michael Jänecke, who is retiring after over 30 years with Messe Frankfurt. Sabine Scharrer joined Messe Frankfurt in 1996 and has worked, inter alia, for the company's technical trade fairs abroad as well as managing consumer goods fairs, including Ambiente. Since 2016, the trade fair expert has been responsible for the Home Textiles segment of Heimtextil. In the intervening years, she has been particularly successful in developing the fair's offers for interior architects and interior designers, as well as setting up, inter alia, the Interior.Architecture.Hospitality Library. Moreover, she focused on improving the integration of the upstream segments of Textile Technology and Fibres and Yarns in the fair. In her new role as Show Director of Techtextil and Texprocess, Sabine Scharrer aims to continue the internationalisation of the two leading fairs in cooperation with the industry partners and, at the same time, boost the worldwide synergistic effects of Messe Frankfurt's brand events in the field of technical textiles and textile technology.



Sabine Scharrer / Photo: Messe Frankfurt

Bettina Bär assumes responsibility for the Home Textiles segment of Heimtextil with effect from 15 September. She forms a dual leadership team with Meike Kern, who successfully leads the Household Textiles segment at Heimtextil. Bettina Bär has been with Messe Frankfurt since 2012. During this time, she has been Show Director in the consumer goods field and, most recently, Show Director of Neonyt, the fair for fashion, sustainability and innovations. In her new position, Bettina Bär will apply her many years of experience in the trade fair business and her profound knowledge of the consumer goods, textile and fashion industries, as well as sustainable developments. For the future, she wants to boost Heimtextil with new ideas, to strengthen relevant market segments, including that of Interior, Architecture and Hospitality, and to promote sustainable solutions. Of fundamental importance for Bettina Bär is a close, coequal relationship with industry participants, including the associations and exhibitors, with the aim of standing shoulder-to-shoulder to meet the challenges facing the industry. Bettina Bär forms a strong leadership duo with Meike Kern, who has been responsible for the Household Textiles segment for 14 years and has decades of experience with textile trade fairs. Thanks to her extensive knowledge of the market, customers and their requirements, she will play a key role with Bettina Bär in ensuring stability in this time of social and economic challenges. Together, they will drive Heimtextil forward as the world's foremost platform for home and contract textiles.



Bettina Bär / Photo: Messe Frankfurt



Meike Kern / Photo: Messe Frankfurt

“We are delighted to have found the perfect management team for Heimtextil, Techtexil and Texprocess. Thanks to their experience and personalities, the colleagues will undoubtedly make a decisive contribution to the development of our textile trade fairs and thus strengthen our position as the world-market leader in the textile sector. With a team that proactively tackles the current challenges of the industry, we are perfectly prepared for the future”, says Olaf Schmidt, Vice President Textiles & Textile Technologies, Messe Frankfurt.

Michael Jänecke retires on 1 January 2023 after more than 30 years with Messe Frankfurt. He has managed Techtexil since 1992, and in 2013 he took on the additional role of Show Director of Texprocess. With absolute dedication, great expert knowledge and extensive industry experience, Michael Jänecke has played a key role in shaping the leading international trade fairs and building them up to their current importance in the market. Following a continuous period of development and growth, this culminated in the biggest edition of Techtexil and Texprocess in 2019. In close cooperation with Messe Frankfurt’s subsidiaries and exhibitors, Michael Jänecke was responsible for the internationalisation of the two leading trade fairs. Moreover, he expanded the synergies generated by Techtexil and Texprocess, which are now held jointly in Frankfurt am Main and Atlanta. As an expert for the textile industry, he has supported partners, exhibitor advisory boards, committees, associations and visitors from all over the world with his wide-ranging specialist knowledge and wealth of experience.

“With the retirement of Michael Jänecke, we are losing the hugely experienced head of Techtexil and Texprocess. Without his dedicated input, the two events would surely not have developed into what they are today: the leading international trade fairs for the industry. During this time, he helped the industry navigate crises and grow. He has established Techtexil and Texprocess as the most important platform for international exchange in the textile industry. He made Techtexil and Texprocess into the textile industry’s foremost platforms for international exchange. And, last but not least, he was an esteemed colleague whose departure will leave a gap in the Messe Frankfurt team. Even at this early stage, we wish him all the best for his retirement from the beginning of next

year”, says Olaf Schmidt, Vice President Textiles & Textile Technologies, Messe Frankfurt.



Michael Jänecke / Photo: Messe Frankfurt

The event Heimtextil will be held from 10 to 13 January 2023.

The events Techtextil and Texprocess will be held from 23 to 26 April 2024.

**Information for journalists:**

This is where references to information for journalists are placed (e.g. a blog).

**Press information and photographic material Texpertise Network, Techtextil, Texprocess, Heimtextil**

<https://texpertisenetwork.messefrankfurt.com/frankfurt/en.html>

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

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

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

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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 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's 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.

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).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)