

news +++ Ambiente/Christmasworld/Creativeworld
26./27. bis 30. Januar 2024

ambiente **christmasworld** **creativeworld**

New executive at the consumer goods fairs: Aylin Fless takes over as Director Marketing Multimedia & Data

Frankfurt am Main, October 2023. A new face at Messe Frankfurt's leading consumer goods fairs: As from 1 October Aylin Fless will be responsible for the department Marketing Communications Multimedia and Data in the consumer goods fairs sector. As the new Marketing Director, she succeeds Margit Herberth, who is in charge of the household textiles segment at Heimtextil as Show Director since September.

"We are delighted to be working with Aylin Fless to further develop our flagship consumer goods fairs in a digital, innovative and creative way and to offer new communication solutions for our customers," says Julia Uherek, Vice President Consumer Goods Fairs Messe Frankfurt. "With her many years of experience in the event industry, marketing communications and at Messe Frankfurt, we are gaining valuable expertise for the Consumer Goods Fairs division. We wish her a good start and look forward to working with her."



Aylin Fless takes over as Director Marketing Consumer Goods / Multimedia & Data. Photo: Messe Frankfurt.

As of 1 October 2023, Fless takes over as Marketing Director in the Multimedia and Data segment of Messe Frankfurt's global consumer goods fairs – and thus for Ambiente, Christmasworld, Creativeworld and Nordstil, as well as for the global Beautyworld and Paperworld trade fair brands, among others. As team leader banqueting at the Frankfurter Five Star hotel Villa Kennedy, the event manager gained her first experiences in the event industry as well as in the hotel sector. In 2014, the Frankfurt native started as a trainee at Messe Frankfurt. She then worked for four years as a media relations manager for the trade fairs in the Mobility & Logistics and Textiles

& Textile Technologies sectors and managed the communication of the brands in Frankfurt and worldwide. As a team leader in corporate communications at Messe Frankfurt, she gained expertise as a manager and in the conception and control of communicative processes via external and internal media channels. Most recently, she expanded her experience in strategic planning, data analysis and the preparation of key figures in the area of Business Development Automotive, Transport & Logistics. As the new Marketing Director Multimedia & Data at the consumer goods fairs, Fless is in charge of strategic performance marketing and all marketing activities for the global consumer goods flagship fairs.

Ambiente, Christmasworld and Creativeworld will continue to be held simultaneously at the Frankfurt exhibition centre:

Ambiente/Christmasworld: 26 to 30 January 2024

Creativeworld: 27 to 30 January 2024

Press releases & images:

<http://ambiente.messefrankfurt.com/press>

<http://christmasworld.messefrankfurt.com/press>

<http://creativeworld.messefrankfurt.com/press>

On social media:

www.facebook.com/ambientefair | www.twitter.com/ambiente

www.instagram.com/ambientefair | www.ambiente-blog.com

www.linkedin.com/company/ambientefair

www.facebook.com/christmasworld/ | www.instagram.com/christmasworld.frankfurt/

www.linkedin.com/company/christmasworldfrankfurt | <https://twitter.com/ChristmasworldF>

www.facebook.com/creativeworld.frankfurt | www.instagram.com/creativeworld.frankfurt/

www.linkedin.com/company/creativeworldfrankfurt | <https://twitter.com/Creativeworld>

Hashtags:

#ambiente24 #ambientefair #homeofconsumergoods

#christmasworld24 #christmasbusiness #homeofconsumergoods

#creativeworld24 #creativeindustry #homeofconsumergoods

Background information on Messe Frankfurt

www.messefrankfurt.com/background-information

**Your contact:**

Erdmann Kilian

Tel.: +49 69 75 75-5871

Erdmann.Kilian@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com