

MEDIA SERVICE

PERSONAL DETAILS:

Congratulations Matthias Limbeck (Dipl.-Ing.)! CEFA Chairman celebrates his 50th birthday on the 6th of February 2014

VIENNA (6th February 2014). – The current Chairman of the Central European Fair Alliance (CEFA), Matthias Limbeck (Dipl.-Ing.), is celebrating two important anniversaries this year. On the 6th February 2014, he celebrates his 50th birthday and can look back on a full 15 years as CEO of Reed Exhibitions in Austria.

The CEFA Chairman's key activities within the existing statutory framework includes the continuation of the policy of enhancing networking opportunities by expanding CEFA membership, providing training and development seminars, cooperating with relevant European Union committees and fostering increased communicational activity among 25 members organisations from 15 countries.

Matthias Limbeck

Matthias Limbeck was born in Gols in the Burgenland region of Austria. He graduated from the University of Agricultural Science in Vienna and successfully completed a course in export economics at the Vienna University of Economics. Having subsequently gained a wealth of experience in the domestic beverages industry, on the 1st August 1999 he joined the management team of the Reed Exhibitions Group in Austria, where he is responsible for Marketing, New Business and CEE/SEE (Central/South East Europe). In the summer of 2010 Matthias Limbeck took on executive managerial responsibility for the operative aspects of a number of trade fair themes within the Reed Exhibitions Messe Wien portfolio. Last year, after his first full year in office, Matthias Limbeck was elected unanimously to the position of CEFA Chairman for another three years.



In his spare time Matthias Limbeck is an enthusiastic participant in a number of sports, including skiing, golf, football and ice hockey, both as an athlete and as a spectator. (+++)

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