

Personnel Issue

Appointment of New CEFA Secretary General

Janos Barabas follows Franz Reisbeck as of January 2015

Janos Barabas, PhD, Vice President of HUNGEXPO Ltd. Budapest (until December 2014), will take over the position of Secretary General of CEFA – Central European Fair Alliance. He follows **Franz Reisbeck**, who had served as CEFA Secretary General for almost nine years after his contract as CEO of Gesellschaft fuer Handwerksmessen GHM in Munich had expired.



Mr. Barabas is well-experienced in the international exhibition industry as Executive Vice Chairman and Member of the Board of Directors at HUNGEXPO and longstanding Vice President of UFI the Global Association of the Exhibition Industry. As a former Member of the Hungarian Parliament and President of the political think tank, the Jozsef Attila Foundation, he collected experience in this field as well as in the academic community of social sciences.

Hungexpo belongs to the group of the ten founding CEFA members. Dr. Barabas had been elected CEFA President in 2004 and supported its activities strongly for more than one decade. As Head of UFI's Education Committee he especially promoted CEFA Professional Seminars and hosted the CEFA kick-off meeting on the EU Strategy for the Danube Region EUSDR in 2012 in Budapest. As a competent exhibition expert he will continue to deepen the relationships within and outside the CEFA network. Not by chance Dr. Barabas will serve as CEFA Secretary General and as Chair of UFI's Associations Committee at the same time.



Mr. Reisbeck had taken over the position of the CEFA Secretary for the first time in 2002 until 2004 and then again in April 2008. Together with the hosts he had prepared the CEFA General Assemblies in 2002 (Zagreb) and 2003 (Vienna) and all the following events from 2008 (Belgrade) until 2014 (Skopje) in accordance with the CEFA Chairmen Manfred Wutzlhofer, Klaus Dittrich (both Messe Muenchen) and Matthias Limbeck (Reed Exhibitions Messe Wien).

Mr. Reisbeck presided over all the Steering Committee Meetings in the relevant time span. According to the guidelines of the General Assembly he developed the content of seven CEFA Professionals Seminars (in Vienna, Bolzano, Belgrade, Munich, Ljubljana, Brno, and Thessaloniki), selected the lecturers, moderated on spot and supervised the evaluations. In the same manner he was responsible for the second training format: The seven CEFA Experts Meetings. They took place in Munich, Sofia, Vienna, Graz, Budapest, Skopje and Ljubljana. The topics range from digitalization to social media, human resources development, “green” venues & web-shops in the exhibition industry.

When the European Parliament and the Commission started the macro-regional Danube strategy (EUSDR) in 2011 CEFA was involved from the very beginning. Mr. Reisbeck represented the network at the annual forums of the EUSDR in Regensburg (2012), Bucharest (2013) and Vienna (2014). And he strongly promoted CEFA member’s (professional) fairs as suitable platforms for most of the events within the framework of the Strategy for the Danube Region.

Media contacts

Janos Barabas
CEFA Secretary General

Email: barabas.cefa@gmail.com
www.cefa.biz

Oliver-John Perry
PR Manager CEFA

Email: oliver-john.perry@messe.at

CEFA – Central European Fair Alliance

c/o Reed Exhibitions Messe Wien GmbH, Messeplatz 1, A-1020 Vienna, Austria

CEFA Chairman: Matthias Limbeck, DI

CEFA Secretary General: Janos Barabas PhD, T +3612636378; M +36309333302, Mail to: barabas.cefa@gmail.com