

Messe Muenchen Shanghai Co., Ltd.
11F, Tower 1, LJZ Financial Holdings Plaza,
1788-1800 Century Avenue, Pudong New Area,
Shanghai, 200122
Tel.: +86-21-2020 5500
Fax: +86-21-2020 5688
Email: info@mm-sh.com
Website: www.mm-sh.com

慕尼黑展览（上海）有限公司
上海市浦东新区世纪大道1788-1800号
陆家嘴金控广场T1塔楼11层，200122
电话：+86-21-2020 5500
传真：+86-21-2020 5688
邮箱：info@mm-sh.com
网址：www.mm-sh.com



Messe Muenchen Shanghai: Change of leadership – Evan Sha to become new CEO

Messe Muenchen Shanghai is on the verge of a change of leadership: The former Chief Executive Officer (CEO) and General Manager of Messe Muenchen Shanghai, Xu Jia, is leaving the company. Evan Sha, President of Messe Muenchen Shanghai China, will become the new CEO.

“Xu Jia has made a significant contribution to the successful growth and development of Messe München in China. We would like to thank her for her commitment and successful work over the past 23 years in her various roles at Messe Muenchen Shanghai and our joint ventures,” said Reinhard Pfeiffer and Stefan Rummel, the two managing directors of Messe München.

“We are convinced that, in the challenging economic environment of the coming years, a new management team will provide fresh impetus and successfully advance business in China,” Reinhard Pfeiffer and Stefan Rummel added.

Evan Sha, President China at Messe Muenchen Shanghai since November 2022, is the new CEO and General Manager of Messe Muenchen Shanghai with immediate effect. He takes over the responsibilities of Xu Jia together with Jan Rohde, CFO and Deputy General Manager.

In addition to his role as CEO, Evan Sha will be responsible for the business unit of capital goods fairs. He remains responsible for Corporate Strategy and Human Resources/Administration and will in future also take on Corporate Marketing/Communications, Operations and the outbound business.

Messe Muenchen Shanghai Co., Ltd.

11F, Tower 1, LJZ Financial Holdings Plaza,
1788-1800 Century Avenue, Pudong New Area,
Shanghai, 200122
Tel.: +86-21-2020 5500
Fax: +86-21-2020 5688
Email: info@mm-sh.com
Website: www.mm-sh.com

慕尼黑展览（上海）有限公司

上海市浦东新区世纪大道1788-1800号
陆家嘴金控广场T1塔楼11层，200122
电话：+86-21-2020 5500
传真：+86-21-2020 5688
邮箱：info@mm-sh.com
网址：www.mm-sh.com



Jan Rohde, who transferred from Messe München to the management team of Messe Muenchen Shanghai in July of this year, will in future be responsible not only for his role as CFO but also for the business areas of new technologies and project marketing/communications.