

news +++ Ambiente/Christmasworld/Creativeworld
26/27 to 30 January 2024

christmasworld creativeworld

New Director: Eva Olbrich will hand over the direction of Christmasworld and Creativeworld to Stefan Schopp in August 2024

Frankfurt am Main, January 2024. Eva Olbrich, Director Christmasworld and Creativeworld, will retire in August 2024. Messe Frankfurt thanks Eva Olbrich most sincerely for the significant contribution she has made to the company over the decades. She will be succeeded by Stefan Schopp, who is currently Sales Manager at Christmasworld. The early communication of the succession plan will ensure a smooth transition in the interests of all participants in the two leading trade fair platforms.



Eva Olbrich, wife and mother of a grown-up daughter, has been part of Messe Frankfurt since 1985 and is an outstanding figure in the trade fair industry.
Photo: Messe Frankfurt

After almost 40 years with the company, Eva Olbrich will be retiring next August. Olbrich has been responsible for Christmasworld since 2011 and Creativeworld since 2021. Prior to that, she was in charge of developing the Beautyworld trade fair brand for Messe Frankfurt both nationally and internationally. "I was proud to be part of Messe Frankfurt from the very beginning. To this day, I draw my constant motivation in particular from in-person encounters with outstanding people from all over the world. These contacts have been and continue to be the source for numerous inspirations that contribute to the success of the trade fairs I am responsible for. Saying goodbye is difficult, but as we say in German, you should leave when things are at their best", says Olbrich, describing her work at the company.

Olbrich's work, known to her colleagues and business partners for decades under the acronym "EO", radiates far beyond the consumer goods industry. "A grand dame of the trade fair business and for me a companion for many years and personal mentor will be leaving us next summer. Eva Olbrich has played a key role in shaping Messe Frankfurt and, thanks to her unrivalled commitment, has continuously developed and advanced the

trade fair events she has been entrusted with. We would like to thank you for your commitment and will miss both you and your sense of humour at the Torhaus very much", says Julia Uherek, Vice President Consumer Goods Fairs Messe Frankfurt, on Eva Olbrich's upcoming retirement. "The Olbrich era will always be an example for diligence and openness to new topics. Thank you, EO, for your incredible commitment and for the always enriching teamwork. We wish Stefan Schopp, who will gradually take over the leading trade fair brands Christmasworld and Creativeworld and in August to the full extent, much success, a great start and anticipation of all the new things he will encounter in the coming weeks and months", says Philipp Ferger, Vice President Consumer Goods Fairs Messe Frankfurt.



Stefan Schopp, husband and father of two daughters, has played a decisive role in driving the further development of Christmasworld over the past five years together with Eva Olbrich.
Photo: Messe Frankfurt

Schopp can already draw on ten years of trade fair experience for the new position. Prior his role of Sales Manager at Messe Frankfurt in 2018, the business graduate worked in sales at Messe Stuttgart for five years. Messe Frankfurt wishes Eva Olbrich and Stefan Schopp all the best and much success for the transition period.

Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition center.

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