

Press Release

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New Light + Building Director: Maria Hasselman hands over to Johannes Möller

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She put Light + Building on track to becoming the world's leading trade fair for the sector. Now, he will lead the trade fair for lighting and building-services technology into the future. At the beginning of July 2020, Maria Hasselman hands over the management of Light + Building to Johannes Möller.

From now on, Johannes Möller is responsible for the future success of Light + Building. The graduate trade-fair, congress and event manager gathered sales experience with the Prolight + Sound trade fair for many years before spending four years as personal assistant to the President and Chief Executive Officer of Messe Frankfurt. Subsequently, in 2017, he was appointed Director of the Brand Management and Development Team in the company's Technology Business Unit.



Johannes Möller – Light + Building Brand Manager (from 2020)

Johannes Möller is clear about the challenges facing the lighting and building-services sector. “My aim is to add to the experience of the fair for all concerned, including through the use of digital channels. Accordingly, the portfolio will soon be supplemented by a variety of formats, such as podcasts, online product and trend shows, as well as internet discussion forums”, says Möller. “At the same time, there can be no doubt that personal encounters are irreplaceable. This applies not only to confidence-building measures and product quality analysis but also, of course, to networking and the exchange of ideas and information. I am looking forward to achieving this aim by continuing the close working relationship with our cooperation partners, the ZVEI and ZVEH associations”, adds Möller.

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With the handover of responsibility, Light + Building is also embarking on the next decade with a new managerial generation. Johannes Möller has been working together with Maria Hasselman since the beginning of the year, which gave her the opportunity to pass on the benefits of her extensive knowledge and experience, thus guaranteeing a smooth changeover in the interests of Light + Building and the worldwide brand family. Johannes Möller will report to Iris Jeglitza-Moshage, Senior Vice President of Messe Frankfurt.

Maria Hasselman will retire from Messe Frankfurt in August 2020. “Maria Hasselman has an unrivalled ability to immerse herself in highly complex subjects and was thus able to manage perfectly the trade-fair structures and marketing of Light + Building. Moreover, we profited from her ability to interconnect the different disciplines of this extremely varied sector and to understand the individual challenges facing them”, says Iris Jeglitza-Moshage honouring Maria Hasselman’s twenty years with the company. “I would like to have seen this year’s anniversary edition of Light + Building as the crowning glory of Maria Hasselman’s work. Unfortunately, the coronavirus put paid to this wish. We will miss her. At the same time, we wish her all the very best for the future.”



Maria Hasselman – Light + Building Brand Manager (2000 – 2020)

After working in sales for three years, Maria Hasselman assumed responsibility for Light + Building and its approx. 1,900 exhibitors from 80 countries in 2003. At that time, the trade fair attracted over 110,000 visitors to Frankfurt am Main – impressive figures that appear almost modest fifteen years later: in 2018, some 220,000 visitors from 150 countries came to Frankfurt am Main to see the products and services being presented by no less than 2,700 exhibitors.

“There was nothing automatic about the way Light + Building developed”, says Maria Hasselman. “One of the keys to success was interdisciplinary thinking and planning. It was no less necessary to establish links between the trade, artisans, the industry, planners and architects than between the various disciplines in the field of building-services technology. At the same time, this success would not have been possible without the commitment of our partners and the media”, adds Maria Hasselman.

Light + Building
The world’s leading trade fair for lighting
and building services technology
Frankfurt am Main, 13 to 18 March 2022

+++ Light + Building with Intersec Building will be held in

Frankfurt am Main from 13 to 18 March 2022. +++

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2019