

INTERVIEW

November 2017

From Business Development Promoter to Exhibition Director: Cornelia Fehlner is the new face of FachPack

In September 2018 FachPack, the European trade fair for packaging, processes and technology, will go into its next round of events. And since October 2017, it has had a new face at the helm, in the shape of Cornelia Fehlner. The 31-year-old native of Amberg has succeeded Heike Slotta as Exhibition Director. Slotta will continue to be associated with FachPack but will in future be focusing on strategic matters and will have overall responsibility for FachPack, BrauBeviale, EUROGUSS and SFC Street Food Convention. Fehlner, who has a degree in cultural economy and geography, gained experience abroad while still a student, spending time in Paris, Prague and Brussels. In her last role she was the Business Development Manager for the municipality of Weiden in the Oberpfalz region. A little more than a month after she officially joined NürnbergMesse, we met her for a chat.

Where do you come from? What attracts you about the trade fair business?

Cornelia Fehlner: I was born in Amberg and studied at the University of Passau and in Eichstätt. My last job was as Business Development Manager for the municipality of Weiden in the Oberpfalz region. I am delighted to now be part of NürnbergMesse and to get to know a new sphere in my capacity as Exhibition Director of FachPack. I have always been fascinated by the trade fair business, and have had professional dealings with it as well. From my previous experience I can say that trade fairs are not just about selling but are an important platform for networking with all major market players and for establishing and nurturing customer relations. I have made use of trade fairs as a marketing tool in my previous roles. So I will keep on wearing my “customer hat”, to offer the greatest possible added value to exhibitors and visitors of FachPack. There are certainly a lot of synergies with my previous employment. As a business

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development manager, I promoted our town as the ideal location for e-commerce and logistics – areas that are also covered by FachPack.

How was your first month as Exhibition Director?

Naturally, the first thing I had to do was to get to know the organisational and sales processes and find my way around the large exhibition grounds. After all, the exhibitors at FachPack take up 12 halls, almost the entire exhibition centre area. I also used my first weeks to get to know my team and establish an internal network. It is important to me to immerse myself quickly in the packaging sector and to forge contacts with customers, partners and industry associations.

What goals have you set yourself for FachPack 2018? What do you plan to do?

I am putting association work centre-stage. Because it covers expertise along the process chain for packaging for industrial and consumer goods, FachPack is a very diverse sector. This means that my first task has to be to further develop my network, reinforce partnerships and devise new formats within the trade fair as a marketing tool. I would like to design inspiring concepts precisely tailored to the needs of the already very large numbers of exhibitors and trade visitors. In respect of other European countries in particular, my goals are to win over new market participants, strengthen customer relationships and consolidate the position of the FachPack marketplace as the No. 1 platform for the European packaging industry. In this context, my personal connections with our European neighbours will no doubt stand me in good stead.

Thank you very much for talking to us!

About FachPack

FachPack is the European trade fair for packaging, processes and technology. Over a compact three-day schedule in Nuremberg from 25 to 27 September 2018, it will present its extensive range of solutions for the packaging process chain for industrial and consumer goods. Its new brand image “Tomorrow begins when you create it” makes FachPack more up-to-date and more dynamic and gives it a more distinctive look. It is solution-driven and focused but as reliable and pragmatic as ever. With a unique trade fair portfolio from the segments packaging materials, packaging and

packaging accessories, packaging machines, labelling and marking technology, machines and equipment in the packaging periphery, packaging printing and finishing, intra-logistics and packaging logistics, and services for the packaging industry, FachPack is the No. 1 industry gathering for the European packaging market that attracts trade visitors from all packaging-intensive sectors: Food/beverages, pharmaceuticals/medical technology, cosmetics, chemicals, automotive and other consumer and industrial goods. www.fachpack.de

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