**P R E S S R E L E A S E**

**by Reed Exhibitions Austria**

Congress Expert Christian Mutschlechner Appointed to

Consultant for Reed Exhibitions

VIENNA (June 6, 2019). – Since 2001 Reed Exhibitions Austria operates offices in Vienna and since 2004 is in charge of the Messe Wien. Each year the company generates 270m EUR indirect profitability with its exhibitions and third-party events. Now, after 15 very successful years, Austria’s biggest exhibition centre gets itself in shape for the future. Reed Exhibitions plans constructional and infrastructural measures, a strong focus on digitalization and development of a close network to global players in the events industry. In order to do this, Reed Exhibitions appointed congress expert Christian Mutschlechner to consultant. With Mr Mutschlechner the company acquires best possible knowledge and expertise for planning, setting the right priorities for future customer services. Mr Mutschlechner will also promote the project in the international industry.

“I am very pleased to welcome Christian Mutschlechner, one of the most profound experts in the national congress- and events industry, to Reed Exhibitions,“ says Benedikt Binder-Krieglstein, CEO of Reed Exhibitions Austria. “It is our goal to further develop Messe Wien and to succeed on the market with the use of our global networks. Because of his many years of experience and world-spanning contacts, Christian Mutschlechner is the ideal sparring partner and consultant for our congress and events team.” The collaboration with the VCB (Vienna Convention Bureau) and its director Christian Woronka as well as with Vienna Tourism would be raised to next level, the Reed-CEO explains. “This constellation allows Reed Exhibitions, the VCB and Vienna Tourism to contribute to the positive location development of Vienna. The goal is to bring back Vienna to number 1 of the top congress cities of the world by 2030!”

Expert with 37 years of experience

Christian Mutschlechner looks back on some 37 years of experience and works in the industry since 1977. From deputy director of former Vienna congress bureau he moved on to director of the VCB in 1990 and was in charge since 2018. During his time leading the VCB Mutschlechner managed to considerably increase the event business in Vienna. From 2004 to 2012 Vienna ranked number 1 in the list of the most important congress cities of the world. In 2011 Mutschlechner was inducted to “Hall of Leaders” of the Convention Industry Council. (+++)

**For further questions, please contact:**

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**About Reed Exhibitions Austria:** Reed Exhibitions Austria is a subsidiary of Reed Exhibitions (RELX-Group) in London, one of the market leaders in the exhibitions and events industry, operating in 40 different countries. The Austrian group consists of Reed Exhibitions Messe Salzburg, Reed Exhibitions Messe Wien, operator of Messe Wien, and STANDout, one of the Top 20 European stand building companies. With 390 employees, Reed Exhibitions Austria has offices in Salzburg, Vienna, Wels and Düsseldorf. [www.reedexpo.at](http://www.reedexpo.at)