

Axel Bartkus

Managing Director of Messe Düsseldorf China and Messe Düsseldorf Shanghai

After training as a shipping clerk Axel Bartkus' studies of Chinese and Economics took him as a grant recipient of the German Academic Exchange Service (Deutscher Akademischer Austauschdienst – DAAD) to the University of Nanking. He graduated with a Bachelor's degree in London in 1992 and a Master's in Berlin in 1994.

Between the end of 1994 and mid-2000 he represented German business in Shanghai as Deputy Delegate in Event Management / Investment Promotion. From mid- 2000 he worked there as the representative of the Free and Hanseatic City of Hamburg as well as of the Hamburg and Stuttgart trade fair companies.

Until mid-2004 his tasks as Director of the German Trade Office in Taipei included running the office's financial planning, budgeting and controlling as well as all its human resources. As the representative of the Berlin and Nurnberg trade fairs as well as of the German Wine Institute in Taiwan he represented these bodies' interests.

In July 2004 Axel Bartkus became Event Manager of NürnbergGlobal Fairs GmbH in charge of planning and implementing a market development strategy as well as planning and implementing events in China and Nurnberg including relevant PR activities.

In January 2007 he was appointed Managing Director of NürnbergMesse China Co., Ltd. setting up the subsidiary in Shanghai and developing a suitable trade fair portfolio. He was responsible for managing human resources, key accounts, PR and media activities as well as financial administration including budgeting and controlling.

From January to July 2011 he assumed the role of Head of the Asia Desk at NürnbergMesse Gruppe.

Since 15 August 2011 Axel Bartkus has been the Managing Director of the subsidiaries Messe Düsseldorf China and Messe Düsseldorf Shanghai at the Messe Düsseldorf Group.

Axel Bartkus is married.