



**Press Release**

Utrecht, the Netherlands | 17 May, 2022

## **BIRGIT HORN APPOINTED MANAGING DIRECTOR VIV WORLDWIDE**

*Welcoming a senior expert from the event industry onboard, Royal Jaarbeurs | VNU Group is excited to announce new leadership with a vision of boosting the VIV worldwide portfolio*

Birgit Horn (49) has been appointed as the new Managing Director of VIV worldwide. Based in the head office in Utrecht, Mrs. Horn will officially start on August 1, 2022. She will contribute to enlarge the VIV worldwide network on all measures with regards to exhibitors, visitors and partner development and also further strengthen the worldwide reach of the VIV show portfolio.

Horn has a vast experience of 25 years working in the exhibition industry. She has worked in different leadership positions with Messe Düsseldorf GmbH, a key player in the sector. As Director, Horn was recently responsible for two world leading trade shows with global reach counting a base of around 3.200 exhibitors. In her tenure she has developed new trade fair and conference formats, expanding industry segments in Germany, India as well as in Turkey.

As the new Managing Director of VIV worldwide, Brigit Horn will succeed Heiko M. Stutzinger, who recently became COO of Royal Jaarbeurs | VNU Group. "We are thrilled to have Birgit on board. Her focus on industry developments by building strong connections through clear customer-driven event concepts will help VIV worldwide to continue its legacy in the sector." affirms Heiko M. Stutzinger, COO Jaarbeurs.

Sharing the sentiment, Horn adds, "I am very excited to join the VNU Group and looking forward to inspiring the whole team in reaching for the best possible services to supply top-quality events. At the same time, I am ready and keen to dive into the world of AgriFood and animal protein production, meet our existing partners and expand the VIV worldwide network in the Feed to Food industry."

In her new role, Horn will be responsible for the entire VIV worldwide portfolio, which is spread across the globe – Asia, Europe, and the MEA region, and consists of VIV trade exhibitions, VIV Connect and the VIV trade forums. She will report to the Group COO Heiko M. Stutzinger.

To stay tuned for the latest news and developments, please follow VIV worldwide and VNU Europe on LinkedIn.

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**About VIV worldwide** | VIV worldwide is the business network linking professionals from Feed to Food, offering boundless opportunities to the animal protein supply chain players. VIV worldwide developed with dedication a network through 40 years of experience and interactions with the industry, making it the leading platform for some of the most promising markets of the world. Visit [WWW.VIV.NET/EVENTS](http://WWW.VIV.NET/EVENTS).

**About VNU Group** | VNU Group is a globally operating exhibition company with offices in Utrecht, Shanghai and Bangkok, and consolidates the international exhibition business of Royal Dutch Jaarbeurs. The Group is divided into three separate and distinct companies – VNU Europe, VNU Asia and VNU Asia Pacific – which closely cooperate across borders. For its international exhibition and conference business, Jaarbeurs has formed strategic Joint Ventures with influential partners in China and South East Asia.