

Biography



Bernd Fritzes

CEO

**VDVO – Verband der
Veranstaltungsorganisatoren e. V.
(Association of event organisers)**

Having grown up in a fairly well-known, gastronomic surrounding, Bernd Fritzes was quite unfamiliar with

regulated procedures and “normal” free-time activities; however, he did discover the joy of working with people early on. In 1995, at the young age of 18, he started working as executive associate in the middle-class family business and independently built up a new establishment in Berlin. The focal points were event gastronomy and public events. Without knowing, it was at that point, on an area of 20,000m² and an additional capacity of 3,000 people inside, that he laid the foundations for all future expertise he gained in the events sector.

Reaching from concerts and sporting events to public fairs and electoral events on a national level, he was responsible for organising a large number of events as well as the company’s success over the course of 9 years. Due to private reasons, he then relocated to Hamburg, where he developed a different gastronomic concept. At that point, he’d already noticed the desire to dive deeper into the trade fair, convention and congress business. When a Hamburg-based agency employed him in 2006, the focus of his work shifted to the convention and seminar market. Several opportunities in the international fair market enabled him to gain further operative skills in the entire area of MICE.

The change to one of the largest German experts for conventions in September 2008 allowed him to assume the functional and sales-related leadership of a convention service, where all organisational services merged together for the purpose of event management and he was appointed CEO in 2014.

Until 2019, he worked as executive associate for fiylo International Ltd.; however, he is now focusing on his work regarding platforms in the meeting and events industry. Moreover, Bernd Fritzes is the initiator of the fundraiser “WerteEvent” and the events sector’s “Werte Kodex” (codex of values). As member of the German Press Association, he produces editorial content and appears as guest speaker at specialist events, trade fairs and congresses.

Bernd Fritzes is married as has a daughter.

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