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Press Release

glasstec and A + A to be led by new Director

Daniel Feische

Düsseldorf, 9 July, 2025 – On 1 September 2025 Daniel Feische will assume responsibility as Director for the Occupational Safety & Health and Glass Technologies portfolios at Messe Düsseldorf. From 1 December 2025 he will take full responsibility thus succeeding Lars Wismer in this role. Wismer will move to an international leadership role and act as Regional Head Messe Düsseldorf for Asia (MDfA) headquartered in Singapore.

Daniel Feische has been with the company since October 2017 taking over as Head of the group New Product Development and Market Research in the Business Development division in December 2020. In this role he was instrumental to advancing the strategic development of a wide variety of themes. His success stories include the launch of the Circular Valley Convention (CVC) as well as coordinating international M&A projects – including participation in the US trade fair XPONENTIAL.

With his comprehensive expertise in business development, in the creation of innovative event formats and in international market analysis, Daniel Feische is perfectly positioned to further expand the forward-looking themes of occupational safety and glass production as well as glass processing.

“We would like to cordially thank Lars Wismer for his great commitment and the impetus he has provided for A+A. In Daniel Feische we have



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found a strong successor from within company ranks, who will leverage his strategic and international experience here in future. A+A 2025 is already in an excellent position at this point in time – with over 2,200 exhibitors and a mix of international market leaders and exciting newcomers. As the most relevant leading trade fair for safety and health at work it reflects this industry’s innovative power,” explains Petra Cullmann, Executive Director at Messe Düsseldorf.

“I very much look forward to this new role and the trust placed in me. Safety at work as well as glass production and processing are not only topics of economic relevance but also of social significance. Together with a committed team I want to advance the strategic development of A+A and the other formats in these portfolios,” explains Daniel Feische.

With this decision Messe Düsseldorf consistently banks on experienced managers from its own ranks. The aim is to strengthen the strategic development of international portfolios and selectively tap into growth markets.

About A+A:

A+A is the world-leading trade fair for safety, security and health at work. Every two years it brings together international decision-makers, trade visitors as well as visionaries from industry, the skilled crafts, services, science and the political sphere in Düsseldorf. With its holistic approach A+A fuses innovations related to safety, health, ergonomics, digitalisation and sustainability to project a comprehensive image of tomorrow’s world of work.



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Held concurrently with the trade fair, the International Congress for Occupational Safety and Occupational Medicine provides in-depth insights into current topics from science, research and practice. A+A is organised by Messe Düsseldorf GmbH.

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