



Information

REIFEN 2012 Will Start With a Celebrity Visitor

Former Minister of Finance Peer Steinbrück Will Open the 27th International Tyre Fair at Messe Essen

The preparations for REIFEN 2012 are in full swing. On June 5 - 8, 2012, Messe Essen will become the number-one worldwide meeting place of the tyre sector. A celebrity will deliver a speech during the festive opening ceremony on the evening before the fair: Peer Steinbrück, former Federal Minister of Finance, will provide the invited guests with information. Engaging high-ranking speakers has a tradition at REIFEN with its ideal sponsor, Bundesverband Reifenhandel und Vulkaniseur-Handwerk e.V. (BRV - "Federal Association of the Tyre Trade and the Vulcanisers' Skilled Trade"). Both partners will thus emphasise the significance of REIFEN and, straight away on the opening evening, will incorporate a first highlight into the attractive supporting programme.

Moreover, leading companies are confirming the significance of REIFEN to their sector. Goran Zubanovic, Managing Director of GD Handelssysteme GmbH: "The interest beyond the German borders is simply greatest here. A lot of foreign visitors, also precisely tyre dealers from other countries, are interested in the landscape in the German specialised trade and allow us to hold canvassing discussions for countries in which our Premio concept is also represented over large areas in the meantime. However, for donkey's years, REIFEN has been interesting to GDHS also for the detailed representation of its building blocks and systems for interested parties from the German-language area. Here, concepts are examined and compared and initial contacts are established. In recent years, these contacts have often enough led to new, fruitful partnerships after the fair."



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