

## Press Release

### Katariina Rohrbach to establish the CCH as a top destination for conventions

Hamburg, 20 August 2024 – Internationally experienced event executive Katariina Rohrbach will head the CCH – Congress Center Hamburg as Chief Operating Officer (COO) as of 1 September 2024. Born in Eckernförde, Schleswig-Holstein, she grew up in Hanover where she was able to gain some industry experience at Deutsche Messe AG while still attending University. Now 54 years old, she completed her dual studies in Trade Fair Management at Ravensburg University of Applied Sciences earning a Master's degree in Business Administration.

This was followed by numerous professional engagements with Deutsche Messe AG, including a total of three years in Singapore. In 2009 she took over the leadership of International Industry Fair Sales. Later she became Head of Department – Guest Events, and eventually, Business Unit Director – Services. From late 2021, she was in charge of Global Corporate Event Management for an international company.

“The new CCH – Congress Center Hamburg is an unusual building with an incredible range of choices. I am very much looking forward to filling it with life, jointly with my team,” says Katariina Rohrbach. “Heading the CCH is a huge and fascinating task that I am highly motivated to accept.”

“We are very happy to have won Katariina Rohrbach for the CCH,” says Heiko M. Stutzinger, CEO of Hamburg Messe und Congress GmbH. “She has broad trade fair and event management expertise, including new product development, sales and services. She also has an expansive business network and international experience. We wish her every success in her new role where she will be tasked with securing the CCH a permanent place among the top international convention venues.”

Katariina Rohrbach follows Heike Mahmoud who left the house at the end of July after a six-and-a-half-year tenure.

For a selection of photos please go [here](#). Feel free to use these photos in your editorial reporting, indicating the credits.

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