



International specialist trade fair for professional fruit-growing, distilling, and agricultural technology welcomes a new project manager – Regular, biannual schedule to resume starting in 2024

Fruchtwelt Bodensee 2024 keeps ripening under a new project manager

Friedrichshafen—In May, Sharon Kommer starts as the new project manager for Fruchtwelt Bodensee, doubtless bringing fresh and juicy new ideas to the format. Previously, she worked in the event and marketing segments, planning and executing large-scale projects and events in the German state of Baden-Württemberg. “We’re very pleased to see our young and capable colleague taking the lead, with Fruchtwelt Bodensee being in top condition. She’s sure to supplement our tried and proven format with great new ideas,” Messe CEO Klaus Wellmann enthused. At 28 years of age, Sharon is taking over for longtime project manager Petra Rathgeber, who will be focusing on her various other projects at Messe Friedrichshafen. In her years of managing Fruchtwelt Bodensee, Petra Rathgeber made it what it is today: a major international hub for the movers, shakers and up-and-coming talents of the professional fruit-growing, distilling, and agricultural technology sectors.

Sharon Kommer already came into contact with the trade fair business, agriculture, and fruit-growing industry working for her previous employer. Furthermore, as a local resident with a strong attachment to the Lake Constance area, she’s well aware of its significance as Germany’s second-largest apple-growing area. “As a native of the town of Salem, I know how important fruit-growing is to the region. So I’m very happy for the opportunity to lead Fruchtwelt Bodensee onward together with its partner associations and provide both local customers and the international market a platform for discourse and trade. We’ll work together to make it an event for everyone to discuss current developments and find out about new innovations,” said project manager Sharon Kommer. An experienced Messe team with Alessandra Weigl,



Sonja Heß, and Kerstin Moßmann will provide support and assistance in preparing the next edition of the fair in 2024. Starting next year, Fruchtwelt Bodensee will recommence its regular two-year cycle for the first time since the end of the coronavirus pandemic. The next international trade fair for professional fruit-growing, distilling, and agricultural technology will take place from February 23 to 25, 2024, at the exhibition grounds in Friedrichshafen. For more information visit the following link: <https://www.fruchtwelt-bodensee.de/de> #fruchtweltbodensee.