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After the death of Knut Jaeger, fair organizer of the "asia outdoor," the event will continue in Nanjing with joined forces

"The outdoor spirit will live on"

Friedrichshafen - “Never give up!” True to the life motto of Knut Jaeger, who died unexpectedly last weekend at the age of 72, the exhibition team of “asia outdoor” (23 - 26 July 2015) will continue in Nanjing in the spirit of the tireless fair strategist: “The loss of Knut Jaeger weighs heavily on everyone,” admits Stefan Reisinger, Area Manager of Messe Friedrichshafen, but the life work of the outdoor pioneer is to be supported and implemented further by joining forces. This message was also conveyed by the entire exhibition team headed by Richard Li, the project director: "The strong and positive outdoor spirit with which Knut Jaeger literally inoculated his team inspires us, although we miss him very much," could be heard from Nanjing.

"We will all continue in his spirit and work hard to push forward the Chinese outdoor industry," was the persuasive message from Nanjing. Knut Jaeger and the local fair team in Nanjing have shown extremely strong commitment to the outdoor industry over the past decade, and everything was thrown into the mix so that the show "asia outdoor" could develop well. This successful course is something that everyone involved wants to continue with the accustomed
close cooperation. Messe Friedrichshafen, led by CEO Klaus Wellmann and Stefan Reisinger as Area Manager, will support the team in any way it can.

As part of a joint venture with Messe Friedrichshafen, at the fairgrounds in Nanjing Knut Jaeger built up an Asian version of the OutDoor trade show with great success and strong development, convincing Chinese brands as well as many European and American outdoor manufacturers to get involved in Asia.

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In case of further questions please contact our press department. They will be glad to help you.