

**To whom it may concern**

I highly recommend Michel Greulich, Head of Locations & Ideas, the Event Company as your local partner for your Guest of Honour project at the Frankfurter Buchmesse.

Spain was Guest of Honour at the Frankfurter Buchmesse in 2022 and offered an extense and ambitious literary and cultural programme during the fair. More than 160 Spanish authors travelled to Frankfurt and participated in a talk in our pavilion. Our pavilion received approximately 60.000 visitors and in and around Frankfurt we hosted 8 exhibitions and 7 musical events during the week of the fair.

Michel Greulich and his team were responsible for the following local services in Frankfurt:

- \* Transportations of the authors and official delegation in the week of the fair
- \* Recruitment, selection, coordination and supervision of a hospitality team (28 members of staff)
- \* Storage at a warehouse and daily logistics from warehouse to fair of printed material, catalogues and merchandise products
- \* Furnishing, installation and deinstallation of the office rooms underneath the pavilion available for the Guest of Honour (so called K rooms).
- \* Legal permits and submission of documents to the City of Frankfurt to host an exhibition on one of the most important squares of Frankfurt (Rathenauplatz).

Michel Greulich's lifelong experience as an international event manager as well as his profound knowledge of the Frankfurter Buchmesse itself, local providers in and around Frankfurt as well as of other agents and stakeholders were crucial for the success of our Guest of Honour presentation.

It should not be forgotten that working in another country is challenging and requires intercultural communications skills. Furthermore, the production of an event such as Guest of Honour is a huge task, organization wise. For that reason it is crucial to be familiar with the way things work in Germany.

Looking back at Spain's journey, it would have been beneficial to have had Michel Greulich as a counsellor on our side earlier. We started working with him only in June 2022. I would recommend to have him on the team at an earlier stage in the process. Michel Greulich sees a problem before it appears. He solves it before you even know it was there, he is several steps ahead of you.

Having him on our side during the extremely busy days of the fair was key to our success. He was a major asset to our team. His professionalism, experience, support, communication skills and eye for detail contributed enormously to our success.

In conclusion, if you're looking for an international event manager with vast knowledge of the Frankfurter Buchmesse, I strongly recommend to work with Michel Greulich.

In case of questions, please feel free to contact me.



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