



## Press Release

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### **World Money Fair Berlin GmbH with new managing director**

*Goetz-Ulf Jungmichel is the new Managing Director of World Money Fair Berlin GmbH and takes over with immediate effect from Barbara Balz, who is leaving the company.*

**(Berlin, July 7<sup>th</sup>, 2023)** The experienced trade fair expert has already been Managing Director of World Money Fair Holding GmbH since September 2022, and now Goetz-Ulf Jungmichel is also taking over the management of the world's largest coin fair. He succeeds Barbara Balz, who will be available as a consultant for the World Money Fair Berlin in the future.

Barbara Balz has been the operational director of the World Money Fair for the past 18 years and has shaped the fair into the worldwide numismatic event with a lot of energy and great expertise.

Goetz-Ulf Jungmichel is considered an expert in the trade fair industry. Under his leadership, he succeeded in strategically reorienting various trade fair projects, such as at Reed Exhibition Deutschland GmbH and Messe Düsseldorf GmbH.

"I am looking forward to building on Ms Balz's previous successes together with an experienced team," says Jungmichel. "We will further develop the fair strategically with a focus on digitalisation. At the same time, the event will be built in a modern design that combines dynamism and globalism," the fair expert continues.

#### About the World Money Fair:

The World Money Fair is the world's largest coin fair, held annually in Berlin at the end of January/beginning of February. It is the most important leading event of the international coin industry. Dealers, suppliers of accessories and auction houses from all over the world present their numismatic assortment to collectors, state mints and private mints show their novelties. In the technical area, a wide variety of machine manufacturers and suppliers to the coin industry will meet and show the complete production process for coins and medals, from blank production and minting to packaging and the corresponding tool technology. The World Money Fair has continued to develop since January 1972, when it was first held in Switzerland as the "International Coin Fair". Today, during the three-day fair, which has been held in Berlin since 2006, around 300 exhibitors, including mints and national banks from around 50 nations, present their products and services on 9,000 square metres of space at the Estrel Convention Center. The World Money Fair also offers investors an excellent opportunity to find out about physical precious metals and their importance as an investment.



The exhibition includes coins from numerous countries, special mintages and high-calibre commemorative coins, as well as special fair issues and various commemorative coins.

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**Caption:** Goetz-Ulf Jungmichel, Managing Director of the World Money Fair Berlin GmbH ©WORLD MONEY FAIR

**Caption:** Barbara Balz is still available as a consultant after she has left the World Money Fair ©WORLD MONEY FAIR

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