

## Press Release

# **atelier damböck takes over blu donau – Munich trade fair construction company now also present in Austria**

**Linz / Munich, 2 October 2019** — As of 1 September 2019, Atelier Damböck Messebau GmbH from Neufinsing near Munich has taken over blu donau projects messe, architektur, marketing GmbH from Linz.

blu donau can look back on a market presence of almost thirty years, since it was founded in 1991. With eight employees, it is one of the leading suppliers in Austria. Its regular customer base includes such notable companies as Maco, Silhouette and Laska. Its great competence in communication in space is underlined by the numerous design prizes it has received, including the BrandEx award for the Swisspearl trade fair presentation.

The company will operate at its previous site under the name of blu donau atelier damböck GmbH, as an independent company within the Atelier Damböck group. The site will be managed by Wolfgang Kreutzer (53). The industry professional has worked at blu donau for several years and began his career in 1987 at Walbert-Schmitz; for nine years, he was the manager of the Wels branch of STANDout, currently the biggest trade fair construction company in Austria. The new CEO of blu donau is Simon Damböck (40), chairman of the managing board of the Atelier Damböck group.

Former managing director Helmut Reiter will withdraw completely from the company, although he will still take on individually selected consulting assignments, under the brand name of Leadershift.

Simon Damböck has very ambitious goals: “Our objective is to be the number 1 in Austria for tailor-made trade fair stands – no more and no less!” atelier damböck is well on its way to achieving this goal. Its notable Austrian customers include B&R, for whom the company implements 80 trade fair presentations per year, as well as Erema, Isocell and many others. The company already has a very strong presence on the Austrian market and is one of the suppliers with the strongest sales in conventional high-quality exhibition stands.



Picture: blu donau / atelier damböck

## About the group

The Atelier Damböck group consists of several affiliated owner-managed companies. The group's main area of activity comprises brand communication, exhibition design, trade fair construction and events. atelier damböck operates internationally and is one of the most reputable and best-known organisations in its sector.

Its 120 employees in Germany and China have been realising complex projects for distinguished customers for over 40 years, the majority of whom are acknowledged market leaders in their fields; these include the high-tech and electronics sector, as well as the sports article, automotive, real estate, banking, construction and chemical industries. *Deutschland Manager* ranks atelier damböck among the top 20 trade fair construction companies in Germany.

For more information, see [www.damboeck.de](http://www.damboeck.de).

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