



Matthias Schultze Managing Director, GCB German Convention Bureau

Matthias is passionate about driving change and innovation, focusing on future proofing meetings and events as vital platforms for knowledge exchange. With a degree in business administration, he started out in hotel and congress management at Hilton International in Germany and has now almost 20 years of management experience, including as CEO of the World Conference Center in Bonn, which is part of the United Nations Campus. In 2010, he took up his current role as managing director of the GCB German Convention Bureau that represents and markets the German meetings and conference sector on a national and international level, with offices in Frankfurt, New York and Beijing. Together with industry partners, Matthias has initiated various projects, such as the “Future Meetings Space” innovation alliance, that focus on the opportunities and challenges brought about by the digital transformation and sustainability. Matthias Schultze is also spokesperson and co-chair of the "Strategic Alliance of the National Convention Bureaux of Europe", an association of 29 national European convention bureaux.