

## PRESS RELEASE

### **LIGHTEVENT expands project management team with Jörg and Matthias Agricola of app**

Jörg and Matthias Agricola, former managers of app-veranstaltungstechnik gmbh, are joining LIGHTEVENT Veranstaltungstechnik GmbH in Cologne. The two business proprietors have renounced their company in Essen and are from 1<sup>st</sup> of July contributing their know-how to LIGHTEVENT's team. With LIGHTEVENT's main focus on events and app's on tradeshows, the key services of the two companies complement each other so that a broader range of business activities can be offered.

The increase in competences will be beneficial to both current and future customers of LIGHTEVENT and app-veranstaltungstechnik. Klaus Schmitt, managing director of LIGHTEVENT: "Jörg and Matthias Agricola personify app-veranstaltungstechnik's potential. The two companies complement each other perfectly, which means that the client will profit directly from the co-operation of LIGHTEVENT and app. They have now at their disposal both our competence and excellence in the field of event organization as well as the Agricola brothers' long-time experience in the field of trade shows. I am looking very much forward to the co-operation and am curious as to what kind of new challenges this will bring."



Caption: Jörg and Matthias Agricola

Photo: LIGHTEVENT (photo free for use with indication of company name)

## **LIGHTEVENT Veranstaltungstechnik GmbH**

LIGHTEVENT Veranstaltungstechnik GmbH was founded in 2001 by Klaus Schmitt, an accomplished executive producer and experienced lighting technician specialised in theatre. LIGHTEVENT provides lighting, PA, stage and media technology for companies as well as cultural events nation-wide. The company looks after presentations at tradeshows, corporate events or stage shows and is in charge of the technology maintenance and service of several event locations.

In 1991, Jörg and Matthias Agricola founded app-veranstaltungstechnik GmbH as a BGB company. Amongst others, app-veranstaltungstechnik specializes in rentals and sales of standardised sound and light systems as well as promotional tours, open-air events, galas and trade show, all at an international level. The goal has always been combining the highest possible customer satisfaction and technical perfection with social commitment. Their changeover to LIGHTEVENT will hold in store numerous exciting new challenges for the Agricola brothers.

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