

MEDIA RELEASE FOR IMMEDIATE RELEASE

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EXHIBITION ORGANISERS IN NEW PARTNERSHIP: JV HERALDS POSITIVE ALLIANCE

A new partnership signals a new model for Australia's exhibition industry. Reed Exhibitions Australia and Expertise Events today announce a new joint venture company branded **Fair Events**. Importantly both organisations will continue to operate their current businesses separately, however the JV will combine some existing events and provide a platform for exciting new exhibition launches.

The model, which creates a new way of working for the exhibition industry, is not without comparison. "The airline industry is a good example of how working in strategic partnerships can deliver greater opportunities for everyone," said Debbie Evans, Managing Director of Reed Exhibitions Australia. "In today's market, alliances assist in ensuring that the best input from different organisations can be pooled, shared and used to deliver better results for our customers."

Gary Fitz-Roy, Managing Director of Expertise Events, who will be solely responsible for the management of Fair Events, commented, "It's a great combination of Australia's largest independent and the world's largest exhibition organiser. Our two organisations have had a long association and to be working co-operatively is exciting. Some of the ideas already tabled just make common sense and who knows where we might end up."

Fair Events has a simple mission: to nurture genuine, rewarding and engaging events and experiences, with an underlying principle of fair dealings for all.

Fair Events will start with each organiser including one or two existing events to act as a development platform; Reed Exhibitions' contribution will be the Brisbane July gift event, whilst Expertise Events will contribute their Jewellery shows and be responsible for the day-to-day management of the new company. These strong existing brands will ensure the JV starts from a solid and established foundation.

In the current climate, working smarter to deliver a better return for all stakeholders is essential; both exhibitors and visitors will benefit from this initiative.

Further announcements are expected in the coming month.

MEDIA ENQUIRIES

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