



**PRESS RELEASE:**  
**Haymarket Media Group forms joint venture  
with Comexposium**

**17 FEB 2017 -- LONDON, UK** -- Haymarket Media Group today announces a new joint venture with Comexposium, one of the world's leading event organisers.

The new partnership with Comexposium includes Haymarket's Cereals and Fruit Focus exhibitions, the UK's leading technical events for the arable farming and fruit industries respectively.

The Comexposium group is involved in more than 170 B2C and B2B events across 11 different sectors such as agriculture, food, high-tech, homeland security, retail, fashion, construction, digital marketing, optics and transport. The group hosts more than three million visitors and 45,000 exhibitors in 26 countries around the world.

Comexposium organises the SIMA, taking place in Paris since 1922, one of the biggest international events for the Ag-equipment sector, focused on technologies for high-performance and sustainable agriculture. Comexposium has also successfully developed two other brand events: SIMA Asean in Bangkok and SIMA-SIPSA in Algeria; and SITEVI, the international leader exhibition of equipment and expertise for vine-wine, fruit and vegetable professionals.

Kevin Costello, Haymarket CEO, said: "With its significant presence in the agricultural sector, the involvement of Comexposium will hugely benefit the UK Cereals and Fruit Focus shows, through both its sheer scale and market penetration."

"As one of the world leaders in event organisation, this new relationship with Comexposium will undoubtedly propel our Cereals and Fruit Focus exhibitions towards new, international growth areas. Whilst the partnership has obvious benefits to our existing business I am equally excited about us working together to identify future areas of opportunity."

Renaud Hamaide, Comexposium CEO, said: "I'm delighted to announce this partnership with Haymarket. This alliance will allow us to combine Haymarket expertise and leverage with Comexposium's global network to reach Cereals and Fruit Focus exhibitions' next level."

The Cereals and Fruit Focus teams will continue to be led by Jon Day, Event Director, who runs the exhibitions out of Haymarket's Daventry office in the UK. Jon will report into Martine Degremont, Director of Comexposium's Agriculture Business Unit.

**ENDS --**

**For further information on this story, please contact Anna Templeton, Communications Manager, Haymarket Media Group ([anna.templeton@haymarket.com](mailto:anna.templeton@haymarket.com) or +44 (0)20 8267 5824 / 07714583357)**

### **Notes to the editors**

#### **About Haymarket Media Group:**

Haymarket Media Group creates award-winning specialist content for international audiences.

We are story-tellers, creators of experiences, deal-makers and constant learners. And all of us love what we do.

We have over 60 market-leading brands across the UK, US, Asia, India and Germany, connecting people and communities across digital, print, festivals, awards, conferences, and exhibitions.

Our brands include Stuff, FourFourTwo, What Car?, PistonHeads, British Style Collective, Campaign, PRWeek, MyCME and Finance Asia.

Where others see threat from the revolution in media, we see irresistible opportunity. That's because we know that one constant remains true - you win if you create great content that engages audiences while driving strong commercial outcomes.

**[www.haymarket.com](http://www.haymarket.com)**

#### **About Comexposium:**

The COMEXPOSIUM Group, one of the world's leading event organisers, is involved in more than 170 B2C and B2B events across 11 different sectors, including food, agriculture,

fashion, security, digital, construction, high-tech, optics and transport. COMEXPOSIUM hosts more than 3 million visitors and 45,000 exhibitors in 26 countries around the world.

COMEXPOSIUM operates across 30+ global economic growth zones, such as: Algeria, Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Korea, Monaco, Netherlands, New Zealand, Philippines, Qatar, Russia, Singapore, Spain, Thailand, Turkey, UAE, UK, USA.

[www.comexposium.com](http://www.comexposium.com)