



## The Dealmaker

Steve Monnington of Mayfield Media Strategies runs the rule over the latest global exhibition deals

It's been a while since we heard from CloserStill Media in this column but here it is with the acquisition of two eCommerce shows and two 1-2-1 eForums all in Spain, acquired from E World. This adds to the company's portfolio of eCommerce events in the UK and Asia, which started with the acquisition of eCommerce Expo from UBM, along with Technology for Marketing, in 2017 which was followed by the geo-clone into Singapore. It also marks CloserStill's first move into Spain and paves the way for a roll out of their other technology brands there.

Nineteen Events, which was acquired by Phoenix Equity at the end of 2018, has acquired Broden Media, organiser of the Emergency Services Show and publisher of *Emergency Services Times* magazine. Nineteen is focused on security, health and safety, fire, facilities and disaster response events so this fits perfectly into its existing portfolio.

Malo Events – the CEO of which, Bryan Cooney, founded MCM Comic Con (bought by Reed in 2017) – has acquired The Digital Kids show from Engage Media Solutions. The show started life as a conference

focussing on internet safety and the bridging of the digital divide between parents and children. It will now be combined with what was its main competitor, Kidtropolis, and joins the rest of Malo's portfolio – Comic Con Ireland and Summer in the City.

The German Messes have been busy with three acquisitions and collaborations between them this month. Messe Düsseldorf took over as organiser of Saw Expo from Stuttgart based Untitled Exhibitions. It will take place every year alternating between Düsseldorf where it will be part of Tube Düsseldorf and Friedrichshafen as a stand-alone show. The show will continue to partner with Stefan Motte, founder and owner of the "Sägebörse", the world's largest specialist portal for sawing, and owner of the name rights.

Nürnbergmesse went slightly further afield to Greece to become the first German Messe to create a joint venture there with the acquisition of 80 per cent of Forum, the market leading organiser with eight shows in the food & drink, hospitality and tourism sectors. The acquisition is very strategic for Nürnbergmesse given its ownership of Biofach, Chillventa, Fachpack and Braubeviale.

Messe Frankfurt stuck to tried and tested India, acquiring the Busworld India license from Busworld International CVBA. Messe Frankfurt now has 50 trade fairs, conferences and other events worldwide in the automotive aftermarket, transport and logistics sectors. Busworld is the world's leading exhibition brand for the bus and coach sector

Fiera Milano will acquire 60 per cent of MADE Eventi, organiser of MADE expo, creating a joint venture with the current owner, Federlegno Arredo Eventi, the events arm of Federlegno Arredo (the association of wood for the furniture, furnishing and furnishing accessories sector). MADE expo, which is already held at the Fiera Milano exhibition centre, is an architecture and construction exhibition comprising of MADE Constructions and Materials, MADE Building Envelope and Windows, MADE Interiors and Finishes, and MADE Software, Technologies and Services.

Finally, to the sad news about the passing of Andy Center. Many positive words will have been spoken about Andy before this column appears in print and I support everything I've seen written about his amazing contribution to our industry.

My main interaction with Andy was across the negotiating table on acquisitions and I can say that he was probably the most difficult person to negotiate with, but at the same time the most empathetic when dealing with the entrepreneurs from whom he was buying the business. It's a cliché, but he will genuinely be sorely missed.