

PRESS RELEASE 11TH August 2014

FOR IMMEDIATE RELEASE



World Trade Group announces new structure for events growth

London: August 11, 2014. World Trade Group (WTG Events), the business summits company, is to restructure into global teams focused by industry sector.

The initiative is designed to support the creation of larger commercial events with deeper specialist content and a wider international footprint.

The sector teams: Business Performance; Pharmaceuticals; Energy; Manufacturing and Supply Chain will be based in WTG Event's Global Hub in London. Each will develop international and regionally focused summits in Europe, USA, Latin America and Asia.

As part of the restructure, WTG Events will close its local office in Toronto, Canada and bring together all its global research, marketing, sales and operations resources in London.

Commenting on the change, WTG Events Chief Executive Mario Berard said: "Creating a global centre of excellence in London built on sector focused teams will enable WTG Events to serve each of our markets more effectively. Our account management teams will now mirror our clients' global offerings and create more powerful brand awareness, thought leadership and

business development solutions across our world-wide portfolio of events. The concentration of our global research expertise will also allow us to build richer and more comprehensive event programmes centred on need-to-know content."

WTG Events are created through primary research with the market. Unlike typical commercial conference companies who focus on topic research, WTG Events' team of product experts focus on uncovering market opportunities and the connections necessary to realise them. They analyse where there is growth, what is the next big thing to affect markets, who are the market disrupters and how clients can take advantage of the changes they bring about. They surface the best new ideas and connect thought leaders, leading practitioners and decision makers with the best in class suppliers who can help bring them to fruition.

David Gilbertson, Chairman of WTG Events said: "We specialise in bringing markets together, to connect buyers to new ideas and opportunities that will help their businesses grow and to the high quality suppliers who can help them deliver that growth. Our delegates and our commercial partners operate in global marketplaces. Mirroring that global market focus in our own organisational structure will enable WTG Events to serve our customers better. We expect this to raise still further the quality of our events and to be a platform for accelerating our company-wide performance."

WTG Events is owned by the global private equity company Kester Capital.

For further enquiries please contact:

Susanna Kempe
World Trade Group
www.wtgevents.com
90 Union Street
London
SE1 0NW
+44 20 7202 7500
1-800-290-2689
info@wtgevents.com

ENDS

Inter