



14 June 2010

## **UBM acquires majority stake in Concrete Show South America**

### **Acquisition of South America's largest cement industry tradeshow provides further scale in Brazilian market**

United Business Media Limited today announces that it has acquired a 75% equity stake in Sienna Interlink, a Brazilian exhibition company based in Sao Paulo, from its private owners.

Founded in 2005, Sienna Interlink's main asset is the Concrete Show South America, the region's largest concrete industry tradeshow. Held each August in Sao Paulo, the show serves suppliers of concrete and cement equipment and machinery, building systems, materials, additives, tools and related services. It also offers an extensive education program, supported by leading national and international building institutes and associations. This year's show is expected to attract around 20,000 professional attendees and more than 400 exhibitors occupying more than 33,000 square metres of exhibition space.

Sienna Interlink also owns the Restaubar Show, a smaller exhibition which is the leading event serving the Brazilian restaurant and bar industry. In 2009 the two tradeshows generated aggregate revenues of approximately \$4 million.

In addition to contributing profitable revenue growth and expanding UBM's presence in Brazil, the acquisition provides exposure to the fast-growing South American concrete market which is benefiting from significant construction activity taking place ahead of the 2014 FIFA World Cup in Brazil and the 2016 Rio de Janeiro Olympics. The acquisition also provides a channel for UBM Built Environment to bring its well-established construction industry brands to the Brazilian and wider South American markets.

Simon Foster, CEO of UBM International Media, said:

"I am delighted to complete our acquisition of a majority equity stake in Sienna Interlink. The Concrete Show South America is a terrific addition to our portfolio of Brazilian tradeshows and is set to benefit greatly from the substantial investment in infrastructure construction taking place across the region. The business also provides us with an established and successful platform from which to launch new products in South American markets."

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## Notes to Editors

### 1. UBM

UBM is a leading global provider of events; data, marketing and information products; print products; and targeting, distribution and monitoring services to specialist business communities. Our 5,800 staff in more than 30 countries are organised into specialist teams that serve these communities, helping them and their markets to work effectively and efficiently.

For more information, go to [www.ubm.com](http://www.ubm.com)

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### 2. UBM Brazil

UBM was the first international organiser to establish an office in Brazil in 1994. Since then it has developed and organised more than 80 events for various markets such as food, pharmaceuticals, cosmetics, building, IT and transport. The UBM Brazil calendar includes the following events: Hi South America Summit, Fi South America, CPhI South America, P-Mec South America and Intermodal South America.

For more information, go to [www.ubmbrazil.com](http://www.ubmbrazil.com)

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