



# COMEXPOSIUM

REPORT ON SUSTAINABLE INITIATIVES  
2023

EDITORIAL	5
MISSIONS / VALUES	6
MANIFESTO	7
INTERNATIONAL PRESENCE	8
BRANDS & SECTORS	10
BUSINESS MODEL	12
CSR APPROACH	14
TRENDS & CONVICTIONS	16

KEY DRIVER #1	18
---------------	----

*Closer*

*Empowering and uniting communities to support their businesses and pursue their passions*

KEY DRIVER #2	30
---------------	----

*Stronger*

*Growing our audience to drive partner development*

KEY DRIVER #3	42
---------------	----

*Together*

*Achieving a more positive impact by focusing on collective efficiency and the pleasure of growing together*

RESULTS & OUTLOOK	52
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## ENTHUSIASM AND IMPACT: THE RETURN OF IN-PERSON EVENTS IN 2023.

*“I am very proud of the positive emotions and satisfaction our communities experience when they work together and the pleasure our teams take in organising these events.”*



RENAUD HAMAIDE  
CEO & CHAIRMAN COMEXPOSIUM

It was a very promising year for industry and consumer events. As global health restrictions were lifted for the first time since 2020 and events were organised to schedule, Comexposium enjoyed a return to activity close to pre-pandemic levels in 2023.

Our communities are keener than ever to come together to build new connections, understand the challenges posed by a changing environment, and plan for future growth.

For Comexposium, the return to “normal” has been marked by successful events driven by its dedicated on-site teams whose efforts have been rewarded with often record-breaking attendance figures.

Of course, there are still areas where we can do better, which is why we have implemented a continuous improvement approach.

While the event industry remains popular, visitors and exhibitors want higher-quality experiences, with learning content at the forefront of industry trends. They also want the opportunity to form new, targeted contacts and explore prospects for growth in untapped, high-potential segments.

**This is why supporting the growth of our communities is one of our strategic priorities.** As an international organisation, we are leveraging the power of our brands and local expertise to extend our events to new markets in Europe, North and South America and the Asia-Pacific region.

### A dynamic environment

Comexposium has proven expertise in more than ten business sectors and a portfolio of more than 60 global and local brands. While each has its own speciality, they all share the ability to unite and engage communities while growing their appeal.

This expertise, combined with the quality of our teams worldwide, opens the way for new partnerships. In 2023, for example, we teamed up with the NRF (National Retail Federation) for the launch of Retail's Big Show Asia-Pacific in Singapore.

We also imagine new products by capitalizing on our multi-format know-how. In total, over the last two years, we have launched more than 20 new events in new territories or new segments of our targeted markets.

More than ever before, we are committed to inspiring and connecting our communities and empowering them to expand their businesses globally.

This strategy enables us to continuously cater to the needs of our stakeholders, supported by Comexposium's two greatest assets: our brands and our teams.



# Our Mission:

Create valuable and memorable connections to take our communities further

## Turning events into unique experiences

At Comexposium, organising events is more than a business—it is a passion shared by our 1,000 employees in our subsidiaries worldwide. With 3.5 million visitors and some 50,000 exhibitors, we take an innovative approach to our role as a community leader. This includes developing creative approaches and formats, co-constructing with our partner sectors, and producing inspiring omnichannel content to deliver on our promise of unique and immersive experiences for all our audiences.

## Commitments to our communities

- Develop in-person and digital event experiences accessible to all
- Help our clients grow their businesses by generating leads and networking opportunities
- Enlighten, raise awareness and educate with varied and inspiring content
- Provide insights on sector and industry developments
- Leverage referral tools, workshops, studies and best practices to support our communities
- Deliver tailored data-centred visibility services and targeted marketing actions

## Shared culture & values

### Customer-centric culture

#Listening #Respect

### Team spirit

#Sharing\_Knowledge  
#Co-construction

### Agility

#Adaptability #Flexibility

### Outcome-focused

#Excellence  
#Common\_Goal

### Innovation

#Curiosity  
#Continuous\_Improvement

### Commitment

#Loyalty #Passion

# We create unique links and experiences

that connect and unite all business sectors in France, Europe and worldwide.

## We provide a focus for people's passions

and foster interaction, pleasure and innovation. We safeguard tradition and support change. We embrace current and future challenges and drive continuous improvement across the board to strengthen our communities' businesses and performance.

We are creators of engaging and dynamic people-centred experiences. We build on our established expertise to constantly reinvent our business.

We are organisers, logisticians, content creators, and experts in marketing, digital technology, client relations, human resources, and more.

From Paris or Lyon one day

to Shanghai or New York the next,

**we are a community of over 1,000 people in 20 countries.**

We are enthusiastic, committed experts; we design, organise, implement and bring to life, with our partners, memorable, impactful and responsible events.

Welcome to our world. Welcome to your world.  
Welcome to Comexposium.

*"I am filled with admiration and pride for the strength of our brands and the passion of our teams. They are our lifeblood, and they help each other thrive."*

RENAUD HAMAIDE  
CEO & CHAIRMAN COMEXPOSIUM

## Over a century of history and expertise.

1904

We hold our first event, the Foire de Paris, which follows the 1900 Universal Exhibition

2008

Comexposium becomes one of Europe's leading event organisers following the merger of CCI Paris Ile-de-France (Comexpo Paris) and Unibail-Rodamco (Exposium)

2015 – 2018

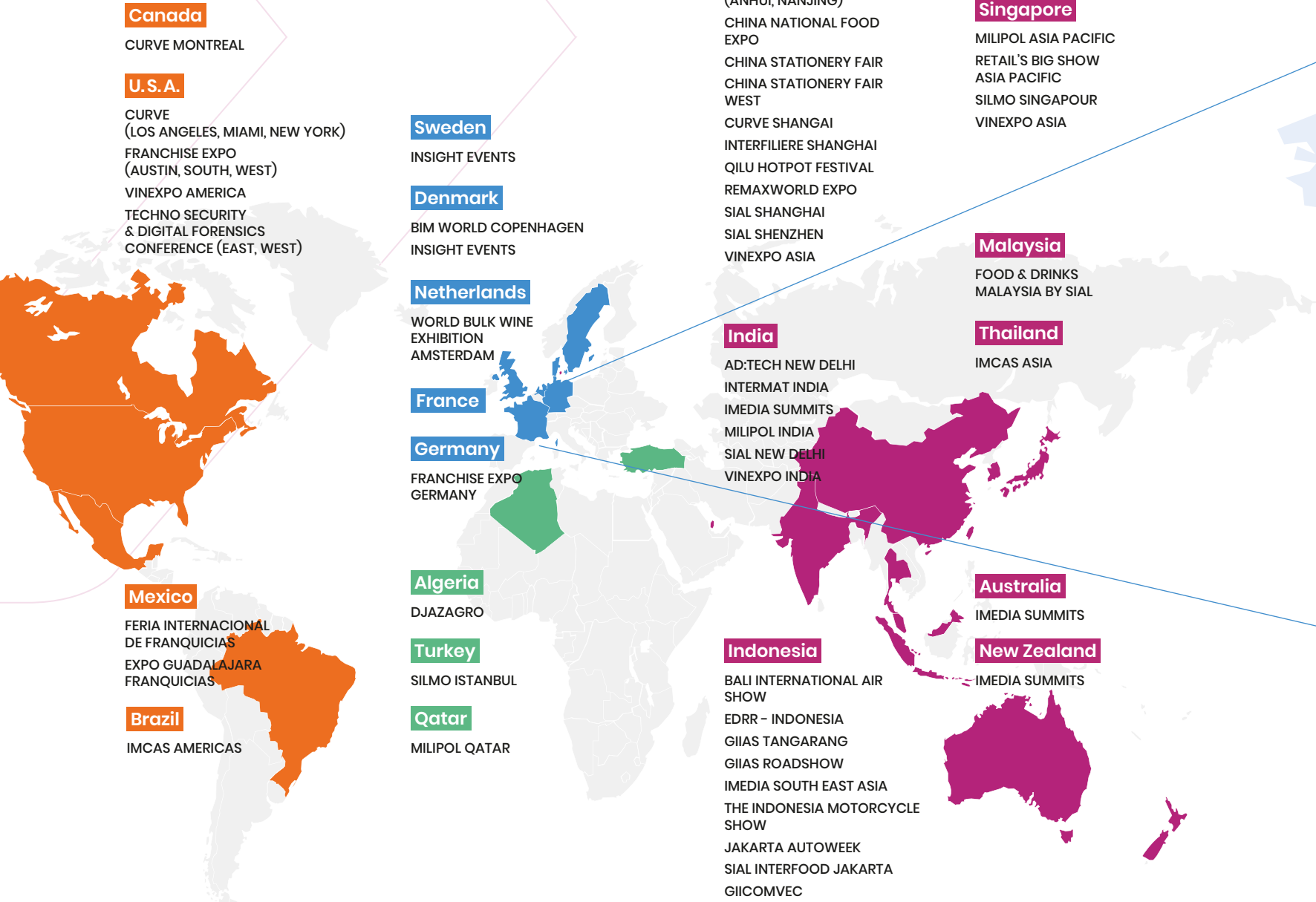
Comexposium expands its now global leadership with over 25 acquisitions worldwide

Since 2019

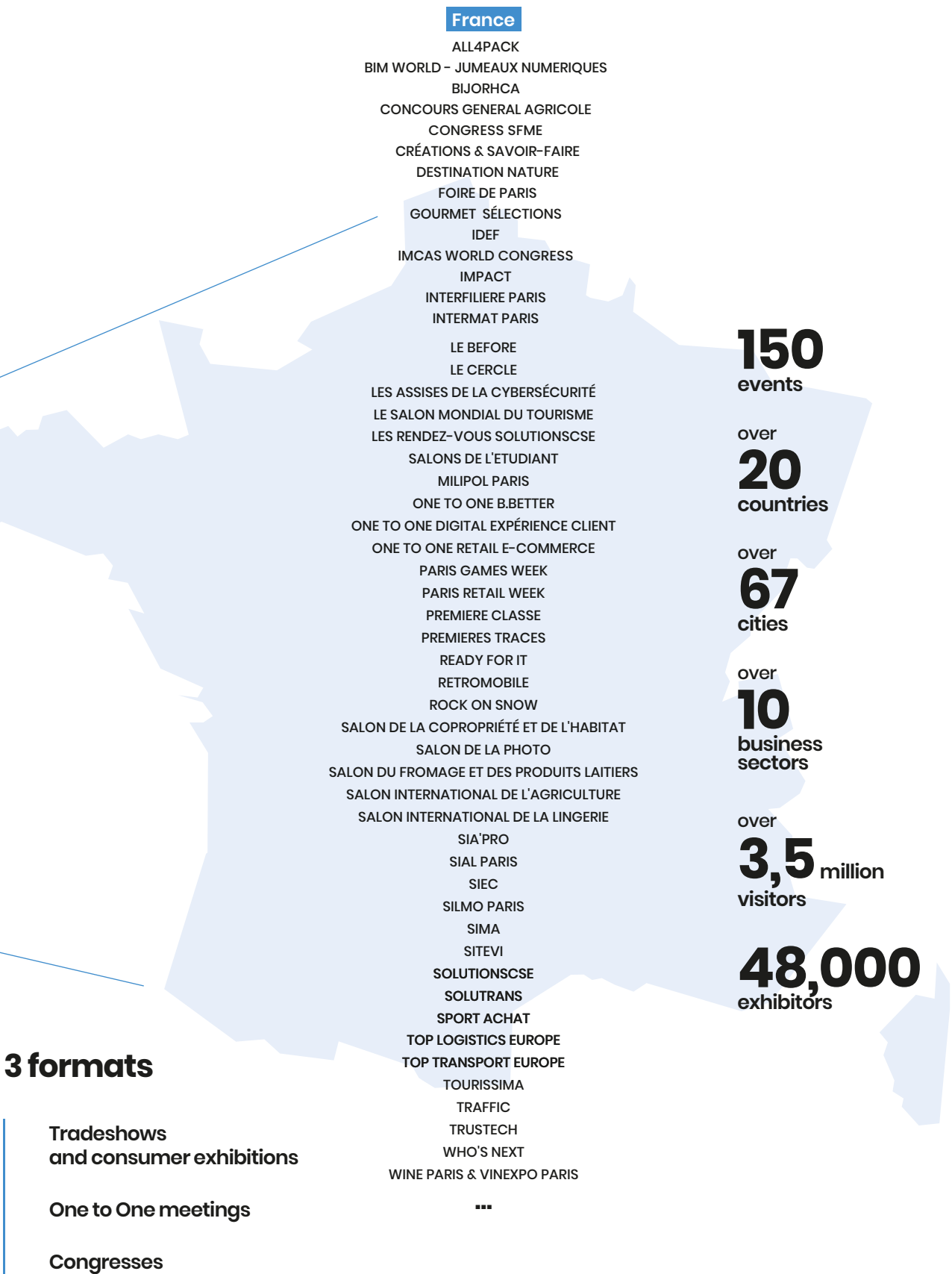
Comexposium has diversified and adapted its formats and products to cater to hybrid and regional events

GLOBAL LEADERSHIP.  
FRENCH ROOTS.

Driven by the growth of its powerful brands\*,  
Comexposium has acquired or partnered with local  
organisers and leaders in their sectors to extend  
the reach of its communities on every continent.



\* AS AT 31 DECEMBER 2023



# A key player in over 10 sectors\*

Initially known for its expertise in consumer events in France, Comexposium has expanded over time to become a global leader in professional events across multiple sectors, driven by its expert and market-leading brands.

## Tradeshaw Events



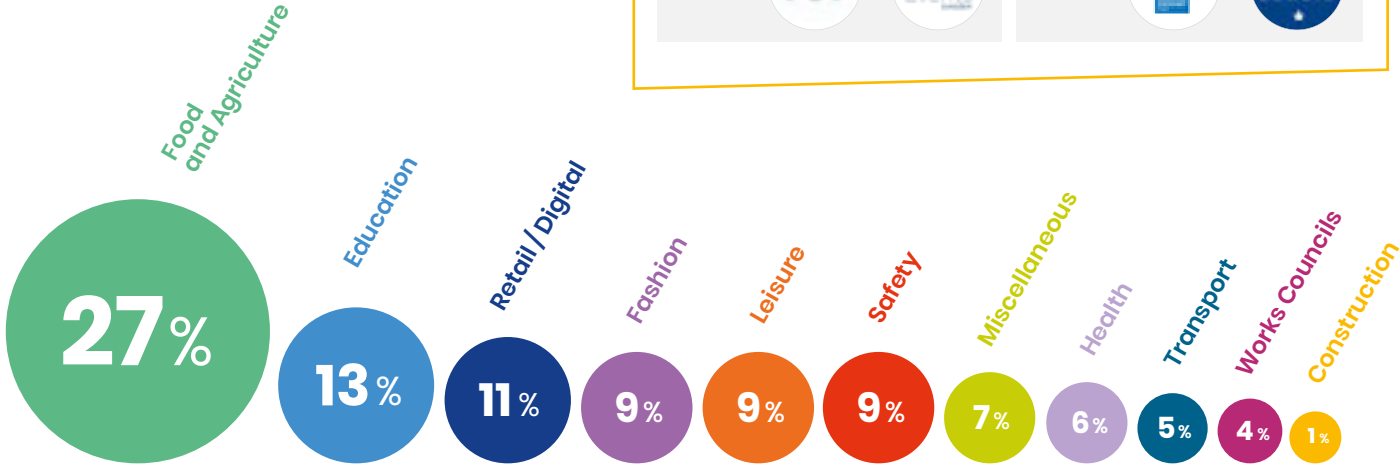
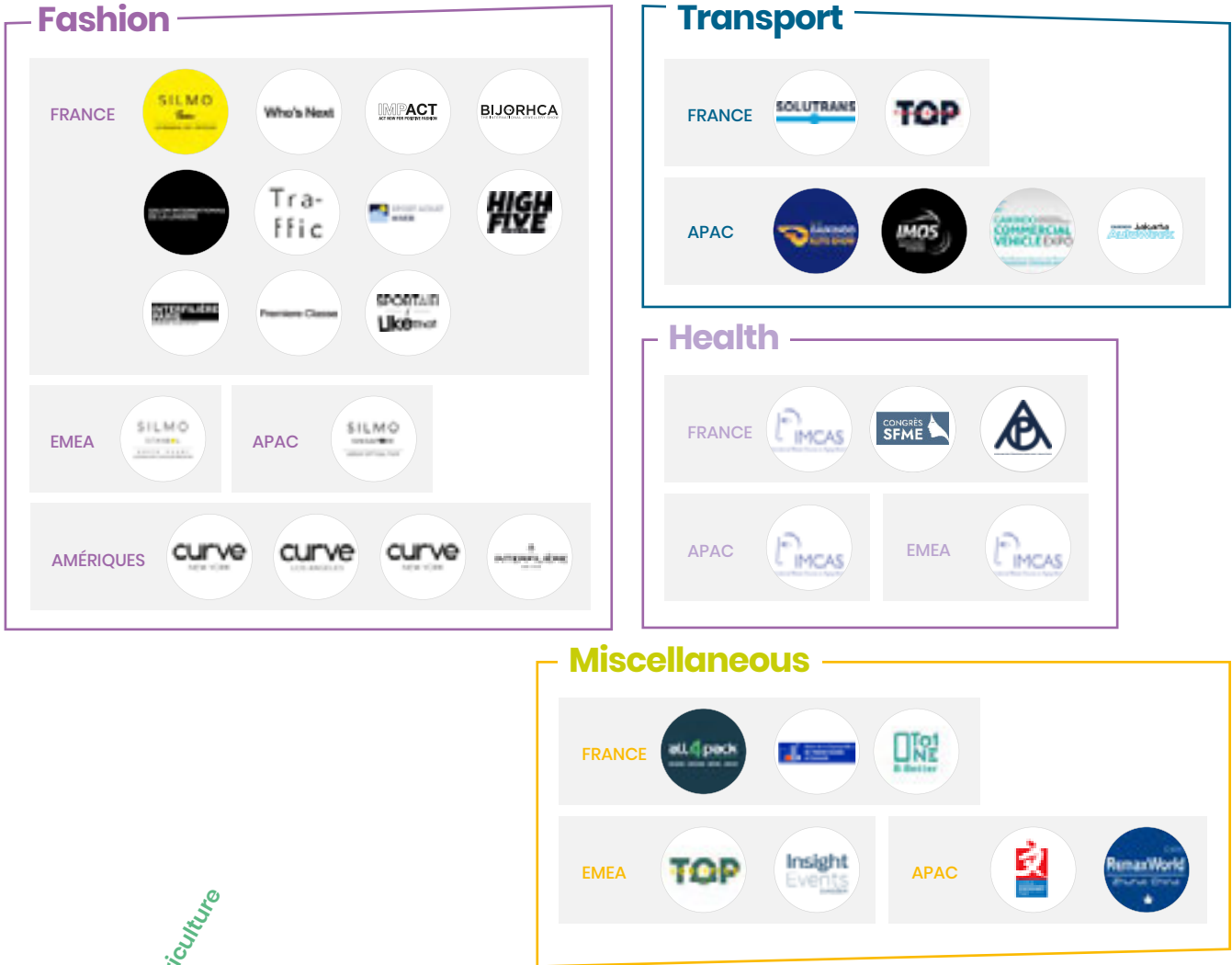
\* AS AT 31 DECEMBER 2023

## Consumer Exhibitions

FRANCE ONLY



## Tradeshows Events



SHARE OF SECTORS IN GROUP SALES (2022-2023)



➤ Assets and resources

ECONOMIC

- Market leaders positioned on dynamic verticals in growth sectors
- High-quality exhibitors and visitors database
- Close relationships with our communities
- Services platforms & visibility and networking tools

22 countries  
60 brands across more than 10 sectors

SOCIAL

- Engaged and passionate teams.  
= 91% of employees like their work\*
- An organisation centred on integrated key competencies: logistics, marketing, data, and more.
- High-performance corporate culture: learning company, respect for employees, adaptability

1,000 employees  
50 job roles

ENVIRONMENT

- Structured CSR programme to address our environmental challenges while engaging our communities in their sustainability strategies
- Proprietary booth range designed to promote material recovery and resource sharing

FINANCE

- Two leading institutional shareholders:  
The Chambre de Commerce et d'Industrie Paris Ile-de-France, historic shareholder  
Crédit Agricole Assurances since 2019

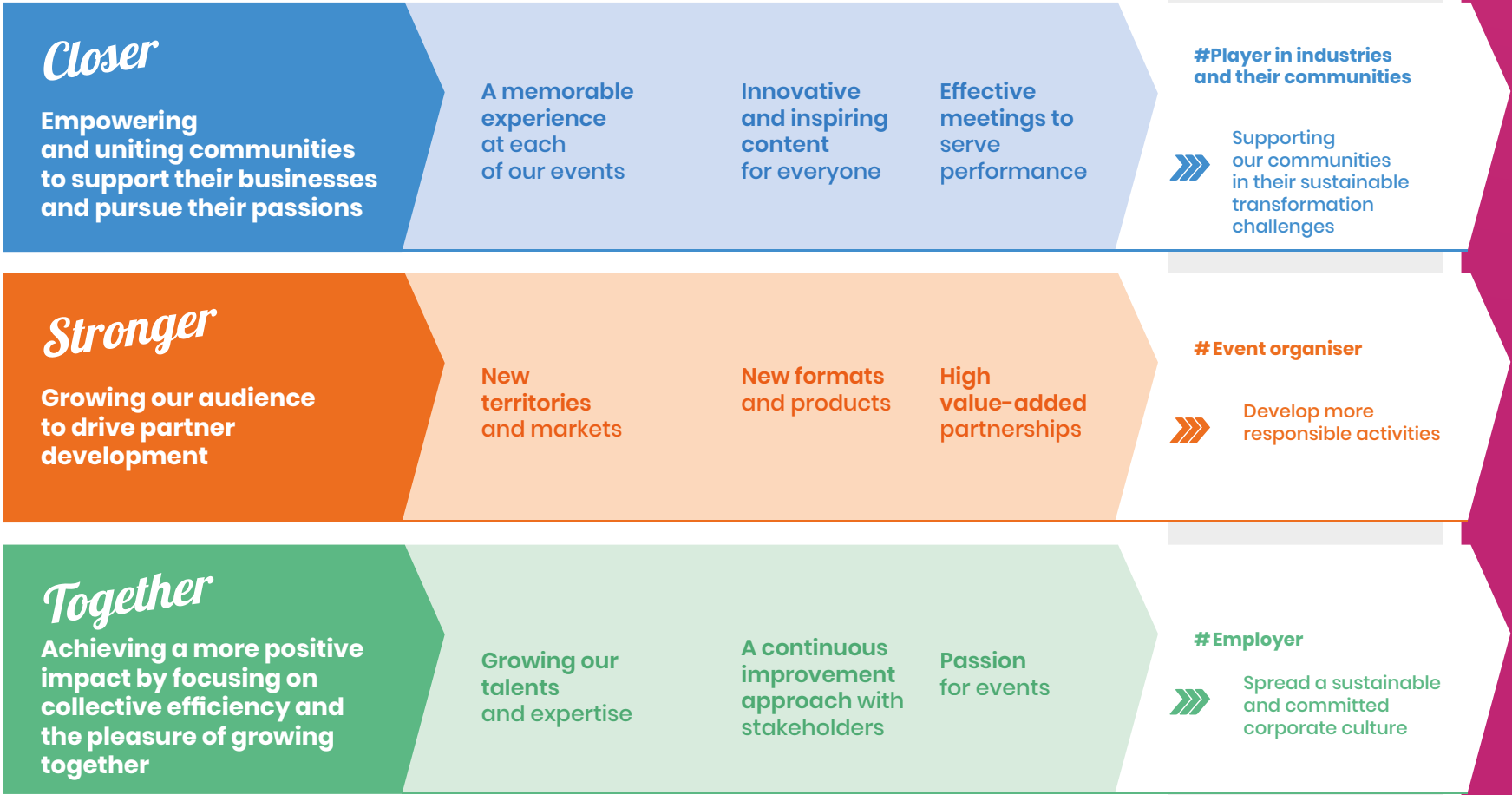
**Mission**  
*Create valuable and memorable connections to take our communities further*

**Trends**

- RETURN TO STRENGTH OF THE IN-PERSON EVENT MODEL
- EXHIBITION MEDIUM: TOWARDS AN INCREASINGLY HIGH-QUALITY EXPERIENCE
- DATA AND DIGITAL TECHNOLOGY DRIVING BUSINESS EVENTS
- SUSTAINABLE DEVELOPMENT: NEW CHALLENGE FOR THE EVENT SECTOR

RESPONSIBLE COMMITMENT  
**ALL INVOLVED**

**Strategy**



➤ Results and impacts

VISITORS

- Test solutions and products
- Inspire and build knowledge

Professional networks  
48,000 exhibitors

EXHIBITORS

- Sales potential
- Visibility and notoriety
- Business opportunities

3.5 million visitors

SECTORS & PROFESSIONS

- Extend influence over different stakeholders, inspirations and innovations
- Support employability and training

EMPLOYEES

- Skills development, fulfilment
- Professional development

87% of employees are proud to work at Comexposium\*

EVENT ACTORS

- Helping drive the sector's transformation
- Influencer role
- Job creation

REGIONS

- Local positive impact of business tourism
- Indirect job creation

Operating in 67 cities

SHAREHOLDERS

Yield and value-generation

\* SOCIAL CLIMATE SURVEY COMEXPOSIUM SAS

# Ongoing commitment:

continuous improvement  
as a guiding principle

The challenge now facing the event industry is reconciling temporary events with a sustainable future.

At Comexposium, we firmly believe we can play a pivotal role by collaborating with our stakeholders to promote more responsible events within a forward-looking collective dynamic.



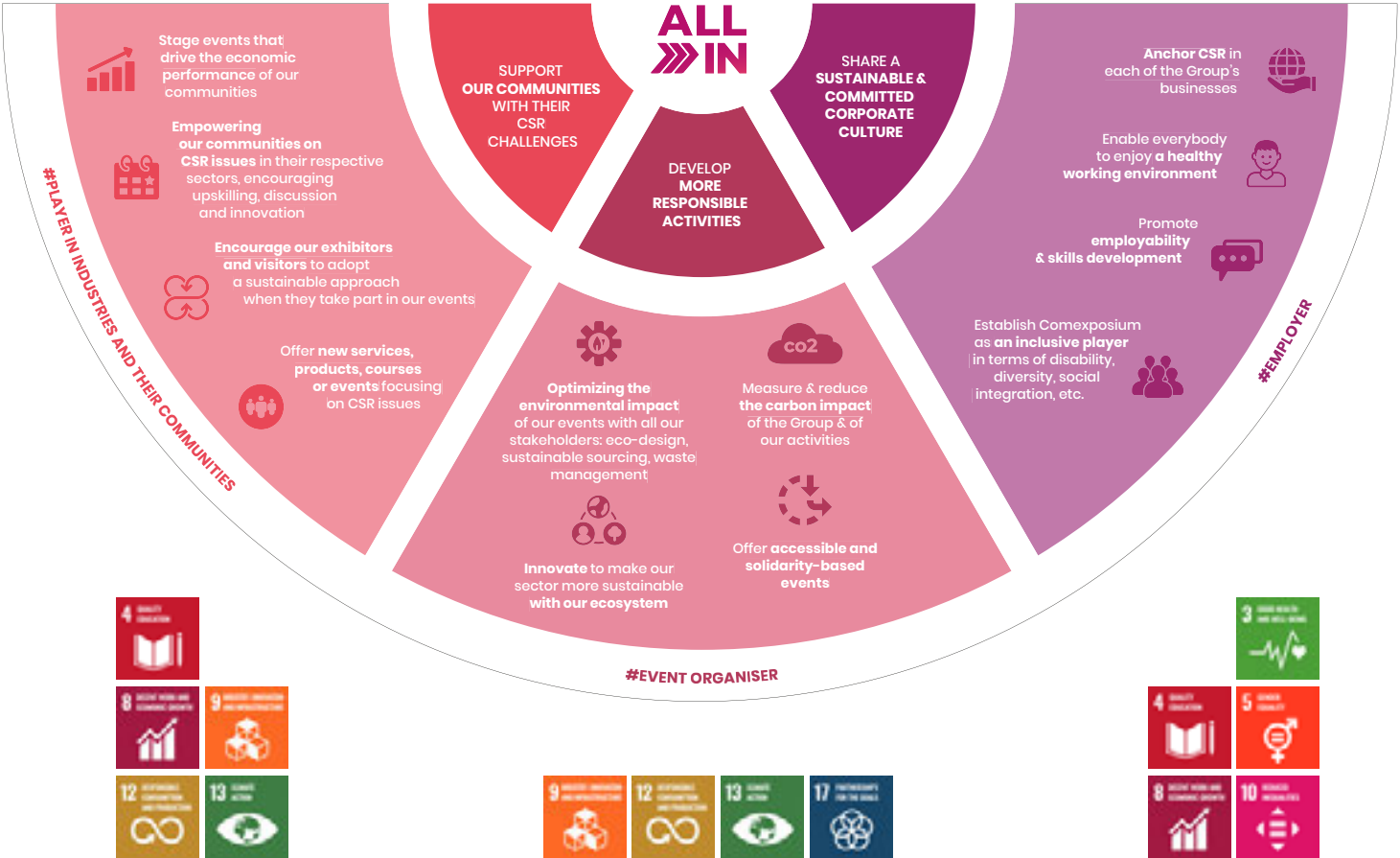
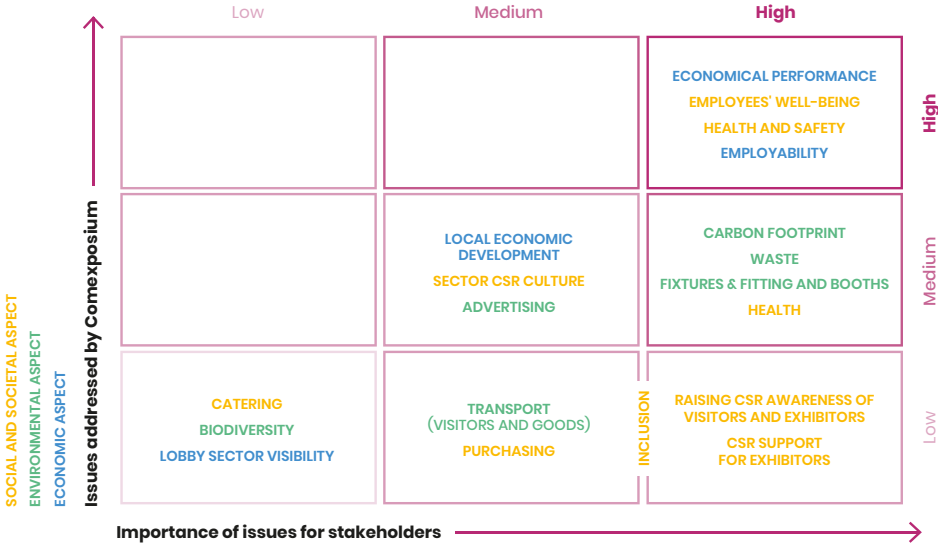
In 2023, we structured our CSR approach around the goal of maximising our positive impact and fulfilling the expectations of our communities and our mission to support them in line with our strategic priorities.

Materiality matrix

When formulating our strategy on environmental and social issues, we made sure to take into account the expectations of our stakeholders. We talked to our employees, suppliers, and exhibitors to identify areas where they expected us to make a real difference and compared those expectations to our existing actions.

We then mapped our priority issues in a materiality analysis.

Based on this diagnosis, we defined three “ALL INVOLVED” key drivers to address Comexposium’s role as an employer, event organiser and actor in its sectors and communities.



## A RESPONSIBLE & COLLECTIVE COMMITMENT

We listened to our stakeholders and analysed our challenges and impacts before implementing an ambitious CSR strategy. It is called “ALL INVOLVED”, because, together with our teams, suppliers and exhibitors, we are determined to meet the environmental and social challenges facing our sector today. This is a binding commitment made with and for our communities.

On the one hand, we aim to meet our CSR challenges and those of the event industry by supporting and raising the awareness of our teams and partners at the forefront of this transformation. On the other hand, we also have a duty to engage, inform, and build our communities' capacities to tackle their own CSR challenges.

To achieve this ambition, we have implemented various initiatives with our stakeholders, including partnerships with the French events council, UNIMEV, and UFI, the Global Association of the Exhibition Industry. We are also committed to integrating our CSR commitments into the way we organise our events, train our teams, and disseminate environmentally friendly practices to visitors and exhibitors.

77% of employees consider that Comexposium integrates CSR issues into its strategy, a feeling reinforced following the presentation of the “ALL INVOLVED” approach\*

\* SCOPE UES COMEXPOSIUM

Learn more about our strategy and actions, starting on page 44.



# Trends & convictions

*Our work is our passion.*

*Driven by strong convictions, we harness this passion to advance our profession, sector, and communities.*

## CONVICTION #1

### NOTHING CAN EVER REPLACE HUMAN INTERACTION.

Technology and digital solutions are an integral part of our everyday lives.

**However, 88% of professionals<sup>1</sup> say the COVID crisis highlighted the value of in-person events. 87%<sup>2</sup> of companies believe exhibitions and events make a significant contribution to sales.**

Well-organised and supportive exhibitions and industry events help build strong and lasting client relationships, now more than ever. They are much more than simple gatherings: they are crossroads where expertise, innovation, and opportunities meet. Industry events offer an ideal platform to discover innovative products, delve into the latest trends, explore rewarding or disruptive content, meet new clients, and strengthen relationships with partners, helping to boost business growth.

**Shows offer an immersive and sensory experience that strengthens the commitment of those who attend them.** The atmosphere at in-person events, their live demonstrations and opportunities for social interaction, create a memorable and stimulating experience for attendees.<sup>3</sup>

## CONVICTION #2

### QUALITY CLIENT EXPERIENCES: A KEY CHALLENGE

In recent years, visitors have come to expect more from events.

**Content is a key factor in the decision to attend events for 84% of visitors.\***

Comexposium has always paid close attention to the quality of the conferences and events we offer. These are now becoming a central part of our differentiation strategy.

For instance, we held a "Tropical Festival" for visitors from the Paris region at Foire de Paris, brought along some "friendly" cyber-hackers to educate retailers on cyber-security issues at a One to One E-commerce meeting, held a team gaming competition at Paris Games Week where people of different ages competed for the title of "best gamer" won by a man in his sixties. Encompassing a variety of topics and forms, we adapt activities to our communities based on a feedback-driven in-depth knowledge of their needs.

All these activities are designed to **create a memorable experience and useful lessons**. From informative sessions to entertaining exercises, they leave a lasting impression, surprise attendees, and add an extra dimension to the show experience.



## CONVICTION #3

### HYBRIDISATION FOR A HEIGHTENED EXPERIENCE.

Hybridisation is the art of combining in-person encounters with digital experiences. We have integrated this approach into the way we think about our events. This helps us offer our communities more formats to foster their interaction and growth throughout the year, boost attendance, strengthen commitment, and extend events beyond the exhibition space.

**Digital devices are personalised according to individual preferences, habits, and expectations.** Producing high-quality, relevant content allows us to attract and retain an increasingly demanding global audience. Moreover, people can participate in events even when they cannot attend in person. Some shows even provide on-site Virtual Reality (VR) or Augmented Reality (AR) spaces.

**A pioneer of data marketing strategies, Comexposium takes a global approach to organising events.** We create targeted and relevant content using platforms and digital tools to analyse each event's markets and make acquisition, lead retention and client relations management easier.

## CONVICTION #4

### IT IS POSSIBLE TO ORGANISE MORE RESPONSIBLE EVENTS

All industries, including our own and those of our communities, face environmental and societal challenges. **At the nexus between multiple actors, the event industry has begun to embrace change**, as shown by recent initiatives, including the UFI's commitment to "Net Zero Carbon Events".

At Comexposium, we believe now is the time for action. From an operational standpoint, there is an obvious need to take a more responsible approach to event design and production, which is why we adopt innovative solutions and more virtuous practices and share them with all our partners.

Measurement is the first step towards action. While shows generate carbon emissions, they also play a vital role in the economic development of communities by bringing them together in a single, centralised venue at a specific time.

Action is also about raising the awareness of our communities – visitors and exhibitors – to help them make positive and informed choices. **For Comexposium, CSR is a catalyst for innovation and a testbed for new ideas.** This is why we encourage our teams worldwide to adopt a continuous improvement approach.

1. STUDY UFI 2022  
2. STUDY EVENTINSIGHTS 2022  
3. STUDY BY THE ASSOCIATION FOR PSYCHOLOGICAL SCIENCE

\* EVENT MARKETING INSTITUTE STUDY

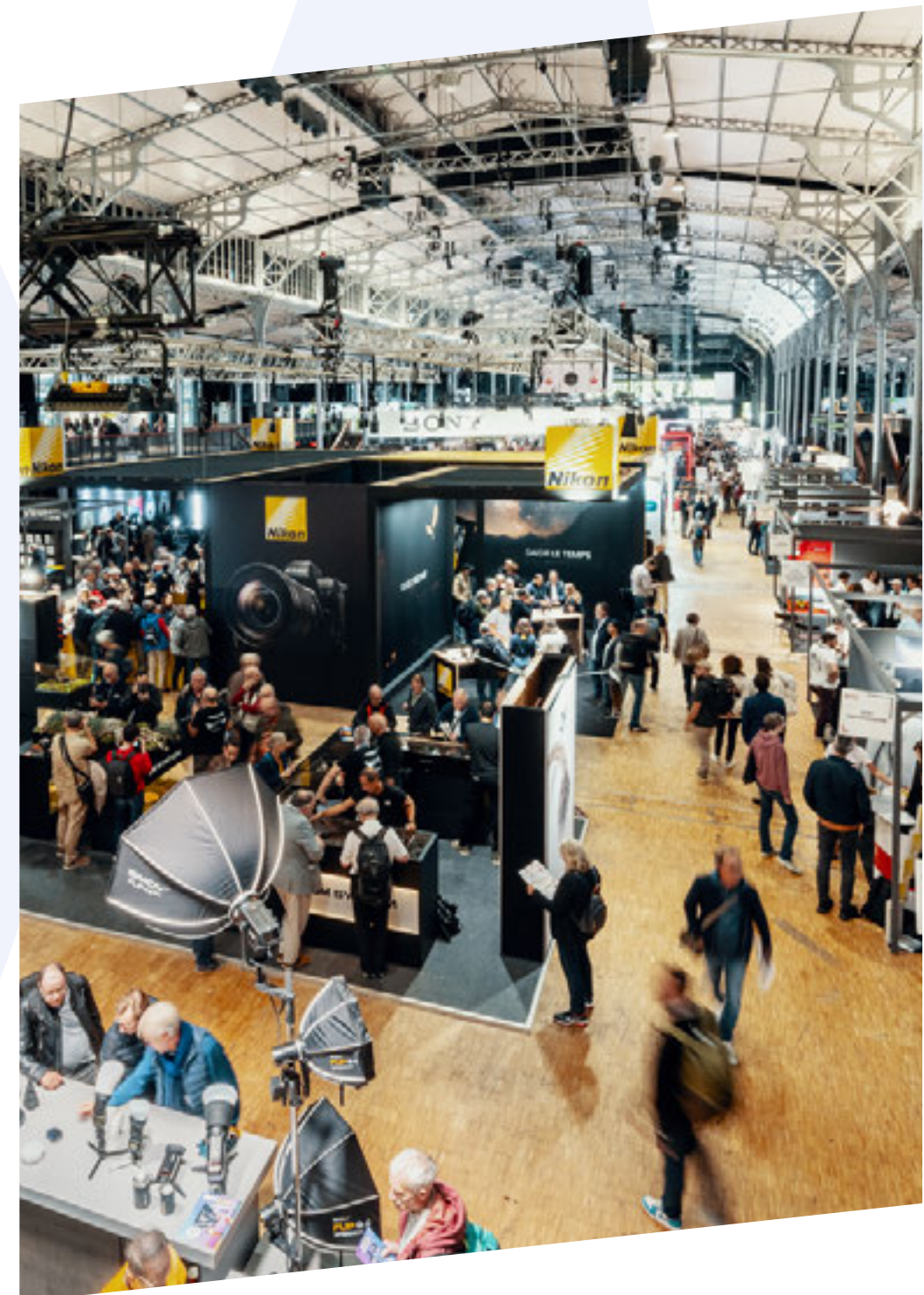


For many years, we have met our communities' changing expectations by implementing an event strategy based on agility, proximity, and efficiency. Guided by our core values, we create unforgettable and original experiences full of emotions and interactions. Our signature and our driving force, they strengthen the attachment of our communities to the Group's events.

# Empowering & uniting

communities to  
support their businesses  
and pursue their passions

To maintain this standard, we continuously challenge ourselves, think outside the box, and develop formats and content that surpass our clients' expectations. This is why we take an omnichannel approach combining digital, live, relevant content and high-added-value services to create a seamless and rewarding experience. Our priority remains the business generated for our communities by our shows, which is why we create high-quality, targeted events that build connections and open up opportunities for growth.





**CONSUMER EVENTS:  
A SHARED PASSION**

*Our ambition to generate memorable experiences at each of our events is the constantly renewed challenge accepted by our teams with pride and passion as a key to our success.*

**Carine Préterre** — The in-person format was more popular than ever in 2023, and attendance at events was extremely promising, with some shows reaching pre-Covid levels.

Our events attract visitors who are looking for experiences that cannot be replicated on a screen. They include the 615,000 people who attend the Paris International Agricultural Show, the 130,000 classic car enthusiasts who visit Rétromobile, the 500 exhibitors who showcase their products at our Salons du Tourisme, and everyone who takes part in our 46 SolutionsCSE events nationwide, and two not-to-be-missed Paris events: Foire de Paris and Paris Games Week.

But visitors are also more demanding. They want memorable experiences, the opportunity to interact with people who share their passions, and the opportunity to test out products, taste, smell, touch, listen, and more.

***“We are constantly reinventing, transforming and adapting our events to reflect the latest trends. This is made possible by our strong brands and the expertise of our teams, who prioritise quality and precision in everything they do.”***

Our events must be stimulating for the senses and leave a lasting impression. This is why we always look for new ways to enhance our attendee experience. We draw our inspiration from the event industry, but also retail, tourism and digital technology. We also gather feedback from participants and partners at each event and assess their level of satisfaction. If we want to offer visitors a unique experience and the prospect to make a purchase, we need to take a fresh approach, and that's



CARINE PRÉTERRE  
MANAGING DIRECTOR, PASSIONS DIVISION  
COMEXPOSIUM

always challenging. We aim to achieve this through a version of “retailtainment” — now a leading trend in large shopping centres. This involves turning our events into unique experiences that make visitors feel special and exhibitors valued. We do this by organising concerts and activities and implementing tailored strategies. At Rétromobile, for example, the members of the Circle, which brings together the 300 greatest collectors in the world, can take a behind-the-scenes tour of the show before it officially opens, while at Foire de Paris, which is about to celebrate its 120th anniversary, we invite start-ups to showcase their products, allowing talented entrepreneurs to test them out at the biggest shopping event in France and visitors to enjoy an exclusive opportunity to meet them.

Our “Passions” events live up to their name. In 2023, they gave two million visitors the opportunity to share their passions with the same emotion and professionalism as we organise our events.





PILIER #1

Closer

# Creating unforgettable experiences at each of our events



One of our core missions is to create experiences that leave a lasting impression and empower communities to interact, move forward, and do business together. To accomplish this, Comexposium rises to a multitude of technical and logistical challenges.

## Paris International Agricultural Show : France's biggest farm

Paris International Agricultural Show (Le Salon International de l'Agriculture), organised by Comexposium on behalf of the National Centre for Agricultural Exhibitions and Competitions (CENECA), aims to safeguard tradition and promote agricultural expertise while preparing it for the future.

For more than 60 years, Paris International Agricultural Show has successfully reinvented itself and is well-positioned to adapt to the rapid energy, environmental, and societal transformation of the agricultural sector.

A platform for stakeholders and institutions, Paris International Agricultural Show has an educational and civic responsibility to provide a multifaceted showcase for the agricultural and agri-food sector, its trades, development and outlook. Livestock judging, workshops, talks and events are opportunities to connect with life in its many forms and create unforgettable experiences.

In 2023, Paris International Agricultural Show launched SIA'ttitude. This new initiative aims to inform visitors of the practical steps they can take to promote respect for others and the planet, from downloading e-tickets onto a smartphone to waste sorting, animal welfare, and public transport. SIA'ttitude is helping Paris International Agricultural Show meet its commitments to sustainably manage waste, reduce food waste, optimise its energy consumption, promote animal welfare, and more.

More than an agricultural show, Paris International Agricultural Show fulfils a vital mission to promote the agricultural sector, unite its actors and raise public awareness.



*"Paris International Agricultural Show, is a nine-day event that shines a light on the world of agriculture, reminding French people of its vital role in our everyday lives."*

MARC FESNEAU  
MINISTER FOR AGRICULTURE  
AND FOOD SOVEREIGNTY



KEY DRIVER #1

Closer

## ABOUT 2023 PARIS INTERNATIONAL AGRICULTURAL SHOW

**615,204**  
visitors

**40,000**  
professionals  
from French and  
international delegations

**112**  
political and official  
delegations

**1,000**  
French and international  
exhibitors

**1,448**  
livestock farmers

**5,123**  
medallists of the General Wine  
and Products Competition

## ➤ Client experience: a logistical challenge

Hosting up to several hundred thousand visitors on a single site in just a few days is a monumental logistical undertaking.

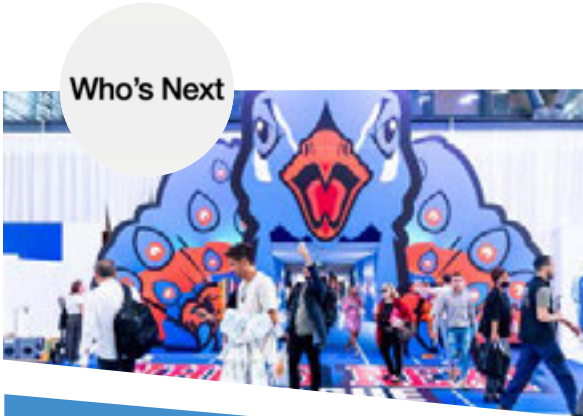
The logistics experts from Comexposium's Operations Department are ready for any challenge. Their job is to identify a suitable venue, analyse and produce plans of its various spaces, design fixtures and fittings for the public areas and scenery, coordinate booth designers, caterers, and expert technicians, ensure the safety and security of the facilities, and above all, cope with the unforeseen and manage the unexpected!

The vital work performed by these teams of "conductors" helps secure the Group's recognised expertise in event organisation.

**79** venues  
hosting COMEXPOSIUM events  
worldwide, from exhibition and  
conference centres to hotels and  
temporary pavilions.



PROPOSING CLIENT  
ITINERARIES ADAPTED TO  
THE CHALLENGES FACING  
OUR COMMUNITIES



Who's Next

Who's Next: the leading European  
fashion trade show

For 30 years, this biannual event has brought together a global network of buyers, agents, journalists, purchasing departments, designers and trend forecasters, all seeking a glimpse into the next big trends.

Who's Next September 2023 embraces a nostalgic vibe with the theme "Back to School, Back to Business", featuring a mix of meetings, industry events, and parties.

We are bringing together capsule sectors such as BIJORHCA for jewellery, TRAFFIC, dedicated to innovative solutions, and IMPACT for eco-responsible design. Who's Next hosted more than 126 countries, including China for the first time in a dedicated space.

*"WSN is where fleeting moments forge lasting memories. Fashion, music and celebration have always been central to our identity. Every season, we seek to create unique and joyful memories with our community."*

FRÉDÉRIC MAUS  
CEO WSN DEVELOPMENT

For each of its sectors, from cyber security to optics and transport, Comexposium adapts its brands to offer communities a tailor-made experience that meets the challenges of that particular industry. Each fashion event, for example, is targeted at a specific segment.

CURVE: the brand for  
lingerie professionals

For several years, CURVE has been the leading trade show platform for intimate apparel and swimwear in North America.

Between business and conviviality, CURVE is a major distribution channel for worldwide brands and buyers from the Americas. Within a surprising scenography, CURVE integrates trend forums, conferences and fashion shows into its visit.

*"After New York and Los Angeles, our Canadian edition launched in 2022 in Montréal, confirms the strength of CURVE for the North American market, a brand that knows how to move the cursors and surprise communities that love experiences."*

RAPHAËL CAMP  
CEO CURVE  
COMEXPOSIUM USA



curve



SPORTAIR  
LikeThat

SPORTAIR: the outdoor sport  
specialist

Established in 2002 for mountain sports enthusiasts, Sportair became a subsidiary of Comexposium in 2006. Over the last two decades, Sportair has become a star player in the outdoor market with its iconic "Sport-Achat" event, which recently celebrated its 20th anniversary. Positioned as the leading European trade show for ski and snowboard equipment, this sports industry event owes its success to its winning mix of professionalism, friendly vibes, and business success.

Sportair also creates innovative event formats to win over adrenaline enthusiasts and families alike.

"Premières Traces" and "Rock On Snow", for example, marked the grand opening of the Val d'Isère and Avoriaz resorts, offering a chance to preview the latest ski equipment, explore the slopes, and enjoy live concerts and screenings. Prepare to be amazed!

*"Our small team is made up of field experts. We are not just organisers; we are actors in our ecosystem."*

MATHIEU KURTZ  
CEO SPORTAIR



SOLUTRANS

In 2023, Comexposium Group  
events continued implementing  
measures to engage and support  
communities in their sustainable  
actions.

They included SOLUTRANS, a strategic meeting place for all transport sector players, which took on the challenge of decarbonisation using a didactic and experiential approach.

SOLUTRANS organised a series of activities that shed light on the future of the energy mix. Offered on-site, they included a three-step learning programme for professionals to

explore innovative solutions through energy workshops, to get behind the wheel of cutting-edge "new energy" vehicles in a dedicated test village and to delve into the world of banking, insurance and rentals in a dedicated area.

The event was a catalyst for solutions and a driving force behind the energy transition. It empowered its exhibitors and visitors to drive change in the industry.

A gala dinner and the Innovation Awards evening also gave attendees the chance to relax in the company of other professionals.

SOLUTRANS continues to enjoy a reputation as a trendspotter event. Its record attendance figures in 2023 underscored the brand's ability to bring together players in the industrial and urban vehicle sector in France and globally.

*"SOLUTANS is the result of years of hard work by the FFC (Fédération Française de Carrosserie). Record-breaking visitor numbers, up by 28% from 2021, confirm its international standing."*

GUILLAUME SCHAEFFER  
DIRECTOR OF SOLUTRANS

Solutrans 2023:

1,100  
exhibitors  
and brands

41%  
new  
exhibitors

128  
countries  
represented

64,300  
professionals

including  
15,500  
from outside  
France



# Leveraging digital technology and content to extend the experience beyond the show



Digitalisation offers Comexposium a tremendous opportunity to support its brands 365 days a year. The Group's teams include content and digital experts who create personalised content for specific targets upstream and downstream of in-person events.

**Their goal** is to regularly engage communities, expand audiences, and ultimately enhance the appeal of our event brands.

## Producing learning content to inspire an industry.

Comexposium offers high-value-added and practical content across its verticals for sector professionals. As a global leader in eyewear and optics, SILMO aligns with this approach, helping unite the sector around new challenges, including sustainable development. As wearing eyeglasses becomes increasingly common, the eyewear industry is growing at a rapid 8% a year. In light of this, eyewear professionals are revising their operations, from production to distribution, to ensure they play a more sustainable role in society.

In 2023, SILMO implemented a targeted content strategy to encourage its communities to engage in a CSR dynamic. Working hand in hand with its partners, the brand provides eyewear professionals with educational podcasts, video capsules, webinars and newsletters on CSR best practices to promote the industry's sustainable transformation. The event featured co-construction workshops, forums, and a prize for companies leading the charge on sustainability, sparking a lively conversation around these topics.

This high-quality, insightful content will help inspire professionals as they continue to develop and grow their CSR initiatives. The industry is now buzzing with enthusiasm and clamouring for more!



## l'Étudiant



## L'ETUDIANT: the leading organisation in France in the field of education and careers guidance for people aged 15 to 25.

For more than 50 years, l'Étudiant has been evolving with the generations, transforming itself with agility to the new uses of young people and adapting to their needs.

For several years now, it has been offering an enriched digital experience, in line with current trends in information consumption. With an average of more than 4.3 million visitors a month, letudiant.fr is the leading online training and careers guidance resource.

Online, the l'Étudiant's audience benefits from a wide range of services: direct interactions with educational establishments, tailor-made careers guidance tools, appointment scheduling for remote meetings or at trade fairs, and a simulator for calculating baccalaureate grades.

As a result, l'Étudiant offers a personalised user experience and asserts its attractiveness, consolidating its position as the sector's outstanding hybrid medium in the world of education and guidance.

**4.3 million** visitors a month to [letudiant.fr](https://letudiant.fr)

## IMCAS: leading congresses on dermatology and plastic surgery

IMCAS, the international medical congresses brand operated by COMEXPOSIUM HEALTHCARE, launched an e-learning resource for physicians and the scientific community, the "IMCAS Academy", in 2016. A platform for scientific content presented at events, it allows IMCAS to extend the reach of its expertise all year round and engage its community. The "YouTube" of aesthetic medicine, the "IMCAS Academy", enables users to improve their skills, interact with colleagues anywhere in the world and consult leading-edge learning media.

**39,000** IMCAS Academy members  
8,000 video and scientific contents







# Making meetings more effective

Comexposium is rolling out new formats that combine quality events with business and high-added-value peer-to-peer networking opportunities to better align itself with its professional communities.

### The strength of one-to-one meetings: focus on cybersecurity

Comexposium and its subsidiary DG Consultants have launched a series of high-calibre events in France and Monaco specialising in the one-to-one format. Over the last two decades, these professional events have become a go-to resource for cybersecurity decision-makers.

Monaco hosts two major brands catering to the ever-evolving needs of the innovation-hungry **cybersecurity community**: “Les Assises” in October and “Ready for IT” in May. “They have identical formats but different targets. “Les Assises” focuses on major groups while “Ready for IT” targets mid-sized companies,” explains Maria Iacono, Director of those events.

The secret of their success? Targeted, high-impact one-to-one sessions.

**“ROI is guaranteed,”** Maria Iacono adds, **“because we offer quality meetings, signed deals and highly qualified leads.”**

DG Consultants displays its pre-selected attendees, their plans and areas of expertise on a diary platform to optimise meetings between visitors and exhibitors. After the mapping is complete, people request meetings and the diary fills up.

**“This way, they don’t waste time on the big day! Our formula ensures sales reps turn up with winning pitches, unlocking their full business potential, because the key to doing successful deals is preparation.”**

### Go-to sessions

According to Maria Iacono, the performance of DG Consultants events is also fuelled by their premium positioning: **“We sell all-inclusive packages, which include hotel and catering. There are no extra costs or wasted effort with our VIP organisation, which also maximises return on investment for clients.”** Its reputation as a go-to event for the cyber and computer ecosystem is another success factor. **“Our events are organised around highly targeted roundtable discussions that go to the heart of business issues, from news and innovations to best practices.”**

**“One-to-one meetings drive transforming sectors like cyber tech, retail and transport. These sectors all have one thing in common: they want to learn, grow and mutually support each other to meet the challenges of transformation. And fast!”**



SOPHIE GUÉRIN  
MANAGING DIRECTOR DG CONSULTANTS



### The must-attend event for digital marketing professionals

Organised in India, Australia, New Zealand, Japan and Southeast Asia, iMedia’s must-attend conferences and events bring together high-level decision-makers, innovative contractors and experts in digital technologies active in the fields of marketing, digital communication and e-commerce.

For three days, industry professionals connect through talks, themed workshops, personalised meetings and less formal events to address pain points in their transforming sectors. These formats foster direct interaction between professionals and solution providers to share ideas, create valuable contacts and maximise collaborative opportunities.

With this in mind, throughout the year, “Les Assises” organises quarterly meetings in Paris called “Le Cercle”, billing A-list speakers. This seamless blend of training and networking is a powerful alliance for growth.

### DG Consultants in 2023:

**12**  
events  
in 3 sectors  
(cyber security,  
trade and  
transport)

**8,100**  
attendees

**28,500**  
meetings

**98%**  
average guest  
satisfaction score

**685**  
speakers

**780**  
partners



### Ad:tech: leader in India and Japan

Can’t-miss events for the digital advertising technology sector, “Ad: Tech” (Advertising Technology) conferences organised annually in Japan and India by local Comexposium subsidiaries keep content fresh and engaging to attract a growing base of attendees in this ever-changing market. The leading event in its segment in India and Japan, Ad: Tech attracts, respectively, over 6,000 and 15,000 digital marketing professionals who share their insights into the latest trends, innovations and solutions.



### INSIGHT EVENTS in Denmark and Sweden

Professional decision-makers in Northern Europe have their own dedicated events organised by the highly regarded “INSIGHT EVENTS” brand. Its events, conferences and industry shows in Denmark target the financial, IT, legal and health sectors, and recently, sustainable construction with “Building Green”. Insight Events in Sweden also organises standout themed events for professionals from the public, social work, procurement, safety, finance, health and automotive sectors.

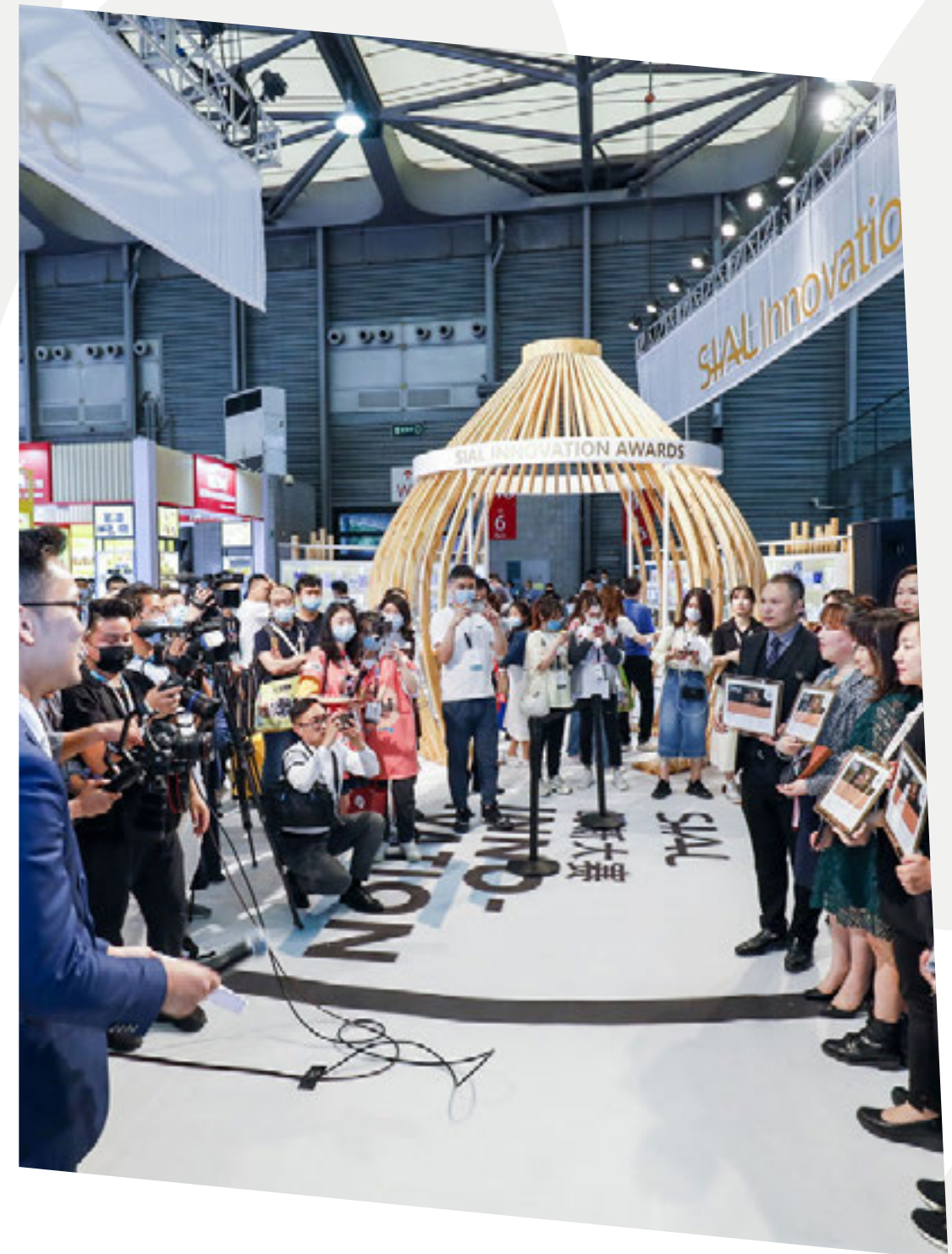


Exploring new territories and markets is the driving force behind our organisation and the bedrock of an expansion strategy that leverages our key assets. These include our expertise in specific industries with robust growth prospects and our proficiency in high-potential geographic regions. We aim to grow our audience to supply our communities with new points of contact and business leads. Our “geocloning” strategy of organising industry-leading events in new regions, adapted to their specific needs, has moved the needle alongside our expanded offering of high-added-value exhibitor services.

# Growing our audience

to drive partner developments

We also create new products and formats to consolidate our brands and capture new targets. These include more specialised events and digital solutions that unlock additional networking and learning opportunities. We are also forging strategic partnerships to expand our expertise. We collaborate with federations, organisations and experts across different fields to craft large-scale events that are more relevant and innovative in scope.





## TARGETING NEW TERRITORIES AND MARKETS IN GROWTH REGIONS

COMEXPOSIUM APAC is the subsidiary that manages events in the Asia and Asia-Pacific regions. It organises events directly or with local partners in the automotive, food, digital marketing, optics and security sectors in China, India, Indonesia, Malaysia, Japan, Singapore, Australia and New Zealand.

**Elaine Chia** — The APAC market represents 30% of the business of the Comexposium Group. While China is currently leading the way, other countries, such as India, are poised for strong growth fuelled by a thriving economy and the emergence of a strong middle class with increasing purchasing power.

Our operations in these countries, regardless of their differences, are based on two strategies, implemented in parallel: developing projects in new sectors and adapting our brands locally to these markets. We launched several new projects in 2023: In Singapore: SILMO and Vinexpo, in India: Milipol & Vinexpo, in China: a twin of SIAL Shanghai in the Southern City of Shenzhen and in Malaysia: Food Drinks Malaysia.

To adapt our flagship Group brands in Asia, we systematically tap into the knowledge of local partners and conduct an in-depth analysis of the target market. This ensures our concept aligns with local needs and trends.

**SIAL Shanghai is a prime example.** Entirely different to its European counterparts, it caters to Chinese demand for high-quality and innovative food and beverage products. Better still, we are able to identify

*“Every country, its culture and dynamic, is different.”*

different local expectations within a single country. Building on the success of SIAL Shanghai, SIAL Shenzhen is targeted at a new urban, growing sophisticated Chinese market, one with more young families population but equally interested in new,

safe, quality products. The same thought was also the starting point for Jakarta Auto Week, which grew out of GIIAS but is aimed at a differentiated audience. To do this, we are capitalising on the proven track record of our show teams, who have the skills to adapt to specific national and local needs.

It is vital we capitalize on our past learnings and expertise to create new events that will adapt to the changing developments of the market we are invested in.

Another growth trend is the one-to-one format we co-construct with iMedia in Japan, Australia and New Zealand. This is starting to be a novel development and is poised for strong growth in our regions.

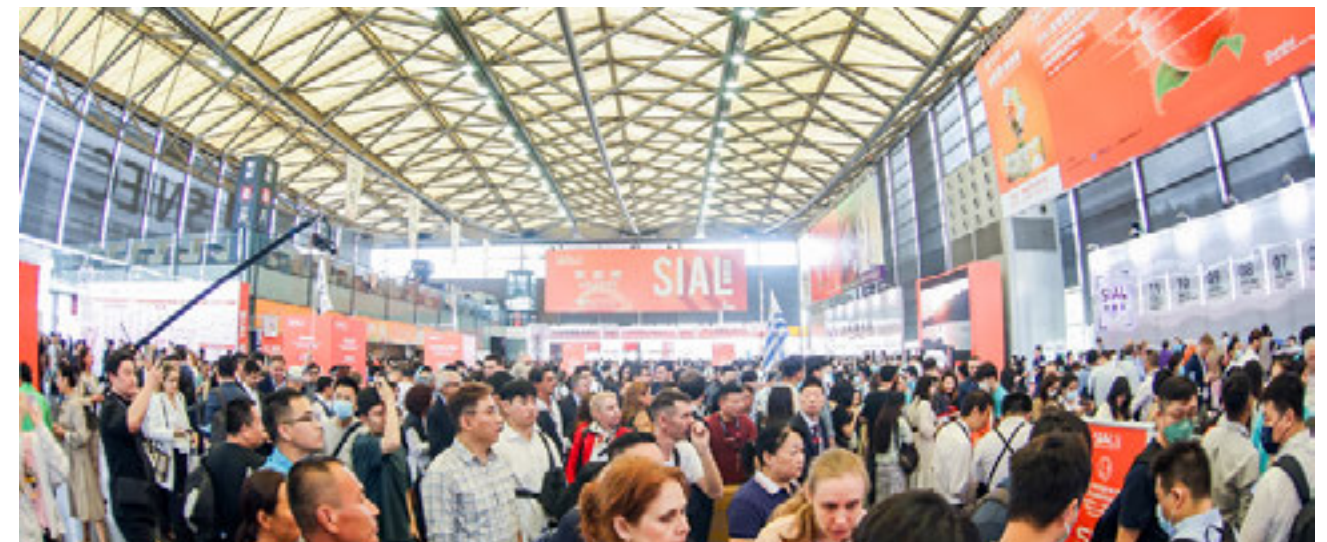
I firmly believe the event industry has a bright future ahead in the Asia-Pacific.

I am delighted to represent this region on the UFI (Global Association of the Events Industry) board of directors.

I am especially proud of our Asian teams, who, despite their differences in culture, language and location, amplify Comexposium's outstanding success in the APAC region.



ELAINE CHIA  
CEO COMEXPOSIUM APAC  
MEMBER OF THE UFI BOARD OF DIRECTORS





# Continuous expansion of international networks

Comexposium's brands are scaling at an impressive rate, with new versions exporting rapidly and operating on a network basis.

## IMCAS

The world's number-one network of plastic surgery and dermatology congresses

A quarter century of scientific and medical innovation and research

- IMCAS WORLD CONGRESS leading industry event in Paris
- IMCAS AMERICAS
- IMCAS ASIA
- IMCAS ACADEMY platform for online scientific content and conferences

**20,000** delegates

**1,400+** speakers

**2,000+** scientific presentations during IMCAS World Congress

## SIAL

The world's number-one network of agri-food shows

The leader of the food business community since 1964

- SIAL PARIS
- SIAL CANADA
- SIAL CHINA
- SIAL INDIA
- SIAL INTERFOOD
- FOOD & DRINKS MALAYSIA BY SIAL on-ramp to a rapidly scaling market
- THE CHEESE AND DAIRY PRODUCE EXHIBITION ("Salon des Fromages et des Produits Laitiers")
- GOURMET SELECTION fine food industry event
- DJAZAGRO industry event for agri-food production in Algiers

**700,000+** professionals all countries combined

**17,000+** exhibitors from 126 countries

## VINEXPOSIUM

The world's leading professional network of wine and spirits industry events

Bringing the wine and spirits industry together since 1981

- WINE PARIS & VINEXPO PARIS leading industry event
- VINEXPO AMERICA a premier event in a strategic market
- VINEXPO ASIA the leading international wine and spirits industry event in Asia
- VINEXPO INDIA new event launched in 2021 NEW
- VINEXPO EXPLORER a pioneering format for international buyers
- WORLD BULK WINE EXHIBITION (WBWE) the bulk wine and spirits event in Amsterdam
- VINEXPOSIUM 365 connecting the wine and spirits community 365 days a year

**78,000+** visitors

**6,000** exhibitors

**10,000+** meetings booked online between producers and buyers via the contact service at the Paris 2024 event

## SILMO

The world's leading network of optics and eyewear industry events

Influencing optical trends and technologies since 1967

- SILMO PARIS
- SILMO ISTANBUL
- SILMO SINGAPORE NEW

**45,000+** visitors

**2,000** exhibitors

**18.5 %** rise in international visitors to SILMO Paris 2023

## MILIPOL

The world's leading network of homeland security and safety events

Four decades of leadership and solutions in the homeland security sector since 1984

- MILIPOL PARIS
- MILIPOL QATAR
- MILIPOL ASIA-PACIFIC
- MILIPOL INDIA NEW

**54,000** professional visitors

**1,800** exhibitors

**42 %** rise in visitors to the Paris 2023 event

They excel at balancing their ability to adapt to new markets with brand authenticity.

We build brands that champion the needs of their communities. In a dynamic global landscape, we're reimagining the future of our brands to tackle economic, demographic and social challenges head-on.

Vinexposium: Conquering the world

Vinexposium, the merger of Vinexpo and Comexposium's wine divisions, is the world's leading organiser of wine and spirits industry events, with more than 78,000 visitors in 140 countries.

Wine Paris and Vinexpo Paris, its flagship event, is set for strong growth in 2024. The number of international exhibitors has

increased by 53%; 48 producer countries have attended; and the surface area has raised by 20% to accommodate 4,074 exhibitors. Vinexposium is also committed to expanding its global footprint and diversifying its formats to maximise its audience reach.

Aware of market needs and opportunities, Vinexposium is exporting its comprehensive suite of content, services and business solutions to countries around the world.

Following a trail-blazing event in Shanghai in 2019, and a launch in New Delhi in 2021, Vinexposium now organises ten events on four continents. The brand shines a light on the entire sector, with, for example, the World Bulk Wine Exhibition in Amsterdam, a leading wine business event, and Be Spirit, an international show for the spirits trade.

"We are reaching out to wine and spirits professionals worldwide by strengthening our brand portfolio, expanding into new regions and diversifying with innovative community-driven formats."

RODOLPHE LAMEYSE  
CEO VINEXPOSIUM

Vinexpo Explorer, targeted at top global buyers, has expanded into Canada and Spain. It combines the discovery of a wine-growing region with networking and business opportunities.

Offering exclusive content and the opportunity to connect online with industry peers, the Vinexposium 365 digital platform extends the brand experience for year-round engagement.

Vinexposium's expansive and diversified strategy reaches out to the entire wine and spirits ecosystem, regardless of location or speciality.



GIAS THE SERIES and Jakarta AutoWeek: a leading Southeast Asian showcase for the fast-expanding automotive industry

Southeast Asia's biggest automotive event, GIAS (GAIKINDO Indonesia International Auto Show), draws hundreds of thousands of visitors to Tangerang, near Jakarta. The Exhibition takes the latest technologies and new vehicle launches on a multi-event "series" of tours across the country.

"GIAS THE SERIES" also takes place annually in three other strategic Indonesian cities, Surabaya, Semarang, and Bandung, attracting tens of thousands of enthusiastic visitors. Building on this dynamic, Comexposium and its Indonesian partner, Seven Event, launched Jakarta Auto Week, an event for automotive enthusiasts in the Indonesian capital, in 2022. During its ten-day event in 2023, 85,000 visitors discovered over 60 brands and new products, explored exhibitions, and test-drove iconic vehicles, marking a significant increase in EV sales in Indonesia.



The VAS : boosting the appeal of our exhibitors

Our Value Added Services (VAS) prove that Comexposium's exhibitor offering is about more than renting square footage. It also helps exhibitors achieve three key objectives: amplified visibility, enhanced client experiences, and accelerated sales growth. It fosters cross-departmental synergies by integrating Sales, Marketing, and Operations to offer a suite of tools and packages, including digital, email marketing and social media campaigns, sponsorship and visibility boosting tools, and PR opportunities. This comprehensive offering enables exhibitors and non-exhibiting partners to leverage the event's global audience, target specific client segments and optimise their sales growth, client experience, and community engagement.

"The VAS brings real added value to our clients, providing an efficient means of reaching target buyers and expanding their audience base."

STÉPHANE THUILLIER  
OFFERING & INSIGHTS DIRECTOR  
COMEXPOSIUM



# Forging new partnerships

to expand our expertise

**Laurent Noël** — 120 years for Foire de Paris, 60 years for SIAL, 40 years for Milipol... these are historic anniversaries that we are celebrating. They illustrate perfectly the fact that our events are part of everyone's lives.

A trade show remains one of the most effective ways for a company to expand its business or network. Within a few hours or days, it allows it to meet a large group of people it would otherwise have neither the time nor the resources to connect with outside the event.

However, professional mobility is continuously evolving, and the unique characteristics of different regions are becoming increasingly more pronounced due to economic, demographic, and regulatory factors.

As a result, we have developed a strategy of adapting our brands to the needs of distinct regions across the globe to maintain a close connection with each individual community and its specific geographic context.

We do not simply copy a brand and its expertise from one region and paste it onto another. We adapt our product. For example, when we set up the Homeland security and safety event Milipol in India, we met with high-ranking local law enforcement representatives to understand their needs. This enabled us to adapt the exhibitor typology and content to their requirements.

Our adaptability and agility, coupled with our recognised expertise, constitute invaluable assets that enable us to establish new partnerships with federations, unions, trade associations and sectors seeking to expand their audience, such as the National Retail Federation (NRF).

We have comprehensively adapted the exhibitor line-up for the upcoming launch of Retail's Big Show in Singapore, bearing in mind the specific nature of retailing and distribution in Asia. Our local teams, who are already responsible within the Group for regional events targeted at marketing professionals, have been instrumental in this regard.

We are committed to a virtuous co-construction approach that involves all stakeholders. As event organisers, we offer operational expertise in event organisation, our knowledge of exhibition centres and host cities, our talent pool, and a global network to our sectors or federations while they provide us with their industry knowledge and potential synergies with other Group brands. Exhibitors can expect to discover new business opportunities, while professional visitors can explore innovative solutions. Ultimately, everyone benefits from an improved impact and quality of experience.

*“Partnerships offer us incredible opportunities to drive sector trends and connect with the global community. It is our responsibility to remain innovative and always up to the task. “Our profession is constantly evolving, which makes it tremendously exciting!”*

**LAURENT NOËL**  
MANAGING DIRECTOR, NETWORK DIVISION  
COMEXPOSIUM

Siec

## FACT entrusts SIEC to Comexposium

The Federation of Trade Actors in French Territories (FACT) and Comexposium have partnered to organise SIEC, the international retail real estate event, since 2022. The SIEC is a must-attend business event for retail real estate managers and developers, retail networks, and town-centre managers and comprises a series of conferences, workshops, themed pavilions, and networking events. This partnership showcases Comexposium's ability to benefit a federation with its logistical and marketing expertise, as well as leveraging its extensive network of industry players to organise a premium event.

*“We take pride in being a trusted partner for professional organisations. It sends a strong signal about the promising future of in-person events and further strengthens our presence in the retail industry.”*

**ARNAUD GALLET**  
RETAIL BUSINESS UNIT DIRECTOR  
COMEXPOSIUM



## Comexposium steals the show in Asia-Pacific with Retail's Big Show

After the global success of Retail's Big Show in New York, the National Retail Federation (NRF) decided to bring a version of the event to the Asia-Pacific region, where retail and distribution activities present new challenges. For the inaugural Asia-Pacific event, Singapore was chosen as a strategic crossroads for the region. The NRF selected Comexposium to organise the event, capitalising on their familiarity with the region, their local connections and their involvement in the retail industry, with Paris Retail Week and SIEC in France, the Franchise Expo events network in the USA and Mexico, and the iMedia and Ad:Tech brands in Asia.

Comexposium's expertise in retail combined with Singapore's energy will help NRF Retail's Big Show quickly establish itself as a major event in the region.

*“Building on Comexposium's extensive experience organising international events, NRF is now better equipped to scale up the Big Show.”*

**MATTHEW SHAY**  
PRESIDENT AND CEO OF THE NATIONAL  
RETAIL FEDERATION



## Franchises with MFV Expositions

For over thirty years, MFV Expositions has organised events worldwide for professionals and retailers looking to develop their businesses as franchises with a network of major retail brands. Under an equity partnership, Comexposium helped develop new “Franchise Expo” events in the USA, in Lauderdale, Austin and Mexican events, in Guadalajara and Mexico City, successfully organised by its subsidiary Comexposium Mexico.



# Strengthening our communities by creating new products

At Comexposium, the development of new products is not regarded as an end in itself, but rather as a means to address the needs of a community. Comexposium leverages its preferred formats, sectors and territories to identify opportunities and develop new events that effectively meet the expectations of a target audience.

With DG Consultants, over the last twenty years, the “business meeting” format, for example, has proven effective in delivering personalised experiences based on valuable connections. One to One is aimed at innovative sectors such as cybersecurity, digital transformation, and e-business, which means it can lead the way in new segments, including CSR, with the launch of One to One B.Better. It can equally provide a complementary response to communities already addressed by Comexposium, such as the agricultural sector or the elected representatives of works councils.

The Group listens to its target markets and strives to understand the economic challenges they face. By engaging in dialogue with local players, Comexposium develops new products to address their needs, as exemplified by the Bali International Air Show.



## SIA'PRO: the event for Paris International Agricultural Show professionals

Based on the observation that 60,000 visitors attend the Paris International Agricultural Show for professional reasons, SIA'PRO creates a space for them to engage and network with one another. This innovative event serves as a platform for professionals in the animal and plant sectors to explore solutions to the major societal issues facing the agricultural industry. This show, which runs alongside the public event, offers a programme of conferences, keynote speakers, and a 48-hour hackathon showcasing artificial intelligence solutions for the agricultural industry.

*“For its inaugural event, SIA'PRO's high-content-value and practical programme aids players through the transitions reshaping the agricultural landscape.”*

VALÉRIE LE ROY  
DIRECTOR OF PARIS INTERNATIONAL  
AGRICULTURAL SHOW



## One to One B.Better: the new event for responsible innovations

Comexposium has created One to One B.Better to address a growing awareness of environmental and societal issues across all sectors.

Leveraging DG Consultants' proven expertise in the one-to-one format, One to One B.Better will bring together a select group of influential decision-makers empowered to champion CSR initiatives within their companies and suppliers of responsible solutions, identified through a selection process developed in collaboration with industry experts.

Its goals are to provide attendees with inspiring, quality content, promote networking, and construct a community ready to quickly and efficiently take action.

Leading the charge in CSR, Comexposium is expanding its product portfolio by launching its first-ever One to One B.Better event in Paris in June 2024.

*“By bringing into contact a group of experts, we champion the adoption of innovative solutions that empower businesses to transition towards a more responsible and sustainable economy.”*

SONIA MAMIN  
DIRECTOR OF ONE TO ONE B.BETTER,  
ONE TO ONE RETAIL E-COMMERCE  
AND ONE TO ONE EXPERIENCE CLIENT



## Comexposium in Bali: ready for take-off

Indonesia aims to boost its regional economy and attract B2B visitors with a major new event: the Bali International Air Show. Comexposium's proven international experience and expertise were instrumental in constructing this complex event with its combination of exhibitors, conferences, aircraft displays, and in-flight demonstrations that is sure to impress institutional clients. The Bali International Air Show, operated with our local partner Seven-Event, aims to become a benchmark in the civil and military aviation industry in the Asia-Pacific region.



## SolutionsCSE Les Rendez-Vous: a promising launch

Leveraging its expertise in the SEC (Social and Economic Committee) sector, Comexposium built upon its portfolio of 46 annual events across France to launch, in 2023, an event format inspired by the One to One model and specifically designed for elected SEC representatives in large companies.

At SolutionsCSE Les Rendez-Vous, held at the Palais du Pharo in Marseille, a target group of high-quality decision-makers was invited to meet with suppliers who cater to the needs of SECs. Over three days, attendees took part in more than 1,500 one-to-one meetings alongside a programme of conferences, workshops, expert pitches and networking evenings.

They expressed a high level of satisfaction, proving the value of this innovative format, which perfectly complements the event model. It will be organised again in November 2024.

*“This innovative format caters directly to the SECs of France's top private employers, offering them tailor-made and targeted one-to-one meetings.”*

DELPHINE JOLY  
DIRECTOR OF SOLUTIONSCSE  
EVENTS





Comexposium is an incredible human adventure. And what better proof than the strength of the communities we bring together? We strive to motivate these communities around shared projects that embody our core values. This is the mission we have set ourselves. Internally, the foundation of our success rests on the passionate and skilled teams we empower every day.

# Achieving a more positive impact

by focusing on collective  
efficiency and the pleasure  
of growing together

We are building a workplace where every voice is heard and valued. Our 'ALL INVOLVED' responsible engagement strategy, job and career management programmes, inclusive and diverse work environment, and collaborative approach to innovation fuel this commitment. We also extend our reach beyond internal voices by involving communities, clients, partners, and visitors in awareness and continuous improvement initiatives, driving positive change on business, environmental, social and other issues.

Each in our own unique way, we share a passion for events. Driven by unwavering enthusiasm, we go above and beyond to exceed expectations, create lasting memories, and bring a positive spirit to everything we do.





MAKING A POSITIVE DIFFERENCE TOGETHER  
ON SOCIAL AND ENVIRONMENTAL ISSUES

**Morgan Lavielle** — As global sustainability concerns reshape the event industry, our sector is working to make a difference.

Comexposium actively champions sustainability, accessibility and solidarity through a range of initiatives implemented both internally and at our events, tailored to resonate with specific audiences.

In 2022, we made CSR a core strategic priority for Comexposium to elevate our actions' global impact and increase the pace and scope of their implementation. Based on a comprehensive analysis of our practices and challenges and stakeholder feedback, we embarked on a collaborative journey to define our collective commitment: "ALL INVOLVED", or "ALL IN" for short.

With a multi-action roadmap in place, our primary focus is empowering our teams to take ownership of social and environmental issues. Everyone, from the facilitators of our businesses and professions to potential buyers and everyday champions inspiring best practices, has a role to play. By running awareness workshops, e-learning modules and Climate Fresk activities,

and incorporating CSR into our new-employee induction programme, we are empowering everyone to integrate responsible practices into their daily work.

The second challenge is to reduce our events' environmental impact. To achieve this, we work hand-in-hand with all players in the ecosystem, from the event industry and exhibition centres to contractors, exhibitors and visitors.

We are also committed to fostering a positive social impact at our events. This means creating inclusive experiences, ensuring accessibility for all, and promoting community engagement and employment opportunities. Above all, as a community facilitator we have a responsibility to empower our partners and sectors to develop their CSR expertise.

Finally, and importantly for Comexposium, we share these initiatives with our colleagues. Through our collaboration with UNIMEV and UFI, we are collectively pushing for the adoption of more sustainable practices by all event industry actors.

*"85%\* of our employees would like to be involved in CSR actions"*



**Committed to Green Growth**

In 2022, Comexposium signed the UNIMEV-led Commitment to Green Growth, aligning with the French Ministry's circular economy goals.

This commitment aims to minimise resource use and event waste and promote material recovery, reuse and recycling.



ON TRACK TO REDUCE  
CARBON EMISSIONS

In 2023, Comexposium began measuring the carbon footprint of COMEX-POSIUM SAS and DG CONSULTANTS, which includes calculating the carbon emissions of our events. By understanding the practices implemented by our events, we can make decisions to minimise their environmental impact.

This initiative is also aligned with our commitment to "Net Zero Carbon Events" by 2050, an initiative led by the UFI (Global Association of the Exhibition Industry) and supported by the United Nations Framework Convention on Climate

Change. Joining forces with other global players in the show ecosystem, we're committed to reducing events' carbon footprint and achieving net neutrality by 2050.

For events, which in 2023 represented more than 93% of carbon emissions\*, teams now integrate the "4Rs" (refuse, reduce, replace, recycle) from the design stage onwards. When registering for most Comexposium events, exhibitors can choose the pre-fitted "Design by Marcelo Joulia" Comexposium booth. Compared to an entry-level bare booth, it emits 40%

less carbon, and 25% less than a pre-fitted modular cotton-covered booth while offering the same level of aesthetics and functionality.

We also have reduced the use of carpet or removed it entirely from many events.

We are also implementing measures to reduce indirect emissions associated with attendee travel and accommodation.

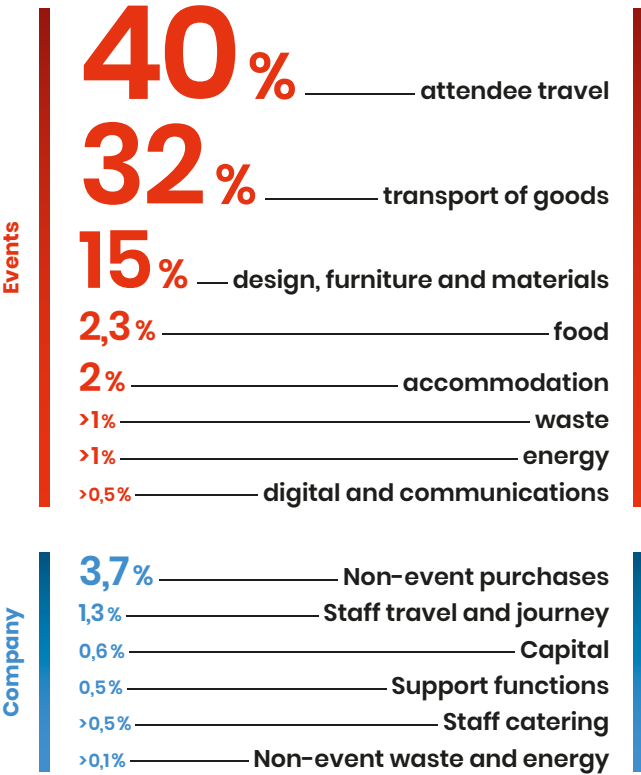


**Carbon reduction case study: One to One Biarritz**

By producing carbon inventories of its events, Comexposium is able to identify key areas for action and make the necessary decisions to reduce our environmental impact in areas under our responsibility.

To reduce One to One Biarritz's environmental impact, the Group made two key decisions in 2023. This two-pronged approach—removing carpets and partnering with SNCF to encourage train travel—led to an estimated 40% reduction in the event's carbon footprint in a single year.

2023 CARBON INVENTORY:  
EMISSION ITEM WEIGHTING\*



\* SCOPE: COMEXPOSIUM SAS  
& DG CONSULTANTS

\* 2023 SOCIAL CLIMATE SURVEY,  
UES COMEXPOSIUM



# Collaborating with stakeholders to drive positive change

The event industry brings together a multitude of partners—exhibition centres, caterers, fitters, equipment manufacturers, technicians, reception, security, cleaning and maintenance staff... the list goes on. We have a collective responsibility to continuously improve our environmental performance and deliver more sustainable events.

*“In the event industry, we act as conductors, fostering a constructive culture of trust within the entire ecosystem of professionals. Our ability to adapt and innovate with our partners is the cornerstone of our shared success.”*



RONEN COHEN  
OPERATIONS AND PURCHASING DIRECTOR  
COMEXPOSIUM

## Sustainable development: an everyday operational challenge.

The task of hosting 48,000 exhibitors across 150 events in over 60 cities presents a complex technical and environmental challenge.

In France, the Operations and Purchasing Department takes action on sustainability through a dedicated unit. This unit equips events with best practices and fosters close collaboration with regular partners for shared progress.

According to Armelle Keromnes, who heads the unit,

*“We adopt a co-creation approach with our suppliers. We work with many professionals in the event industry, whose job is to adapt to new challenges. By comparing our ideas, technical constraints, business logic and CSR ambitions, we foster shared learning and growth.”*

Comexposium pilots sustainability initiatives—waste, facilities and catering—co-constructed with partners, then scales up successful models across events for maximum positive impact.

*“In addition to these initiatives, individual event teams also implement their own sustainability practices. These ideas can be shared and developed into impactful projects that benefit Comexposium as a whole and potentially even the wider industry.”*

To inspire and monitor responsible actions at its events, Comexposium's CSR strategy includes an in-house guide to best social and environmental practices for shows.

Lastly, we actively integrate the 4R questions (Can I refuse, reduce, reuse or recycle?) into our decision-making. These questions will help pave the way towards collective improvement and responsible innovation in the event industry.

## Investing in pooled resources and the reuse of materials

Booth, signage, and scenery sharing between events are key tools for minimising our environmental footprint. Comexposium, with its in-house Design Department, has developed its own pre-fitted booth, the “Design by Marcelo Joulia”, which it recommends to exhibitors. Designed with sustainability in mind, this booth is reused an average of 60 times and emits around 25% less carbon than conventional pre-fitted brushed-cotton booths. Taking reusability a step further, Comexposium has designed a sales space “rebooking booth” that can be transported to different events. Neutral signage also allows signs to be reused while staying true to each event's branding.

*“One of our challenges is to design seemingly temporary but impactful spaces that can be adapted across events and locations and used over several years.”*

CAROLINE JEANNIOT  
DIRECTOR OF THE DESIGN DEPARTMENT  
COMEXPOSIUM



## Working together to reduce waste

We empower all our stakeholders to actively participate in our event-based initiatives. Voluntary exhibitor drop-off points at the Paris Fair (Foire de Paris) and food donations to the Food Bank (Banques Alimentaires) at the Paris International Agricultural Show (Salon International de l'Agriculture) are just two examples. We collected and recycled 34 tonnes of cardboard, 66 tonnes of wood, 10 tonnes of plastic, and 36 tonnes of glass at the Paris International Agricultural Show in 2023. Vinexposium recycled over 15,000 corks and transformed them into insulating material, with profits donated to cancer research.



## Rewarding best practices

We engage stakeholders in a continuous improvement loop and value collaborative actions. This includes pursuing industry certifications and recognising outstanding CSR initiatives within our communities. The SILMO d'Or and Paris Retail Week Awards celebrate groundbreaking sustainable practices and the dedication of key industry players. Rigorous standards like the LEAD (Label Événement à Ambition Durable) label also provide a framework for our sustainability efforts. In 2023, the Comexposium France convention embodied sustainability through a collaborative design process, and we partnered with the host venue, AV company, and caterers to meet our rigorous criteria.

*“The silver LEAD label for our France convention is a testament to advances made by both our teams and our event partners!”*

ANNE-LAURE FISCH  
DOPA“LIVE” DIRECTOR COMEXPOSIUM





LEADING AND DEVELOPING  
OUR TEAMS

**Sarah Martin** — Comexposium has a very strong corporate culture. It comes down to two key ingredients: energy and passion. These values are the driving force behind our constantly improving teams. They're proud of what they achieve, the events they help create, and the company they've helped build.

We do demanding work. Our teams must be available, flexible and able to manage the unexpected. But they are also passionate about what they do, and we see examples of this every day, in the challenges they face; whether seasoned staff or new recruits, they are passionate and take pleasure in their work.

To foster the dynamism of our Group and the constant innovation required by our events and their communities, we are committed to actively supporting the development of our employees. Our employees are loyal. Many spend most of their career at Comexposium. Because we retain and nurture our talent.

With 150 events across 60 brands and 50 professions, Comexposium offers employees a dynamic in-house career environment. This empowers them to switch roles, events and sectors and to

*“When individuals feel fulfilled and collaborate effectively as a team, our collective success flourishes. We hire enthusiastic and daring individuals who thrive in a collaborative environment and deliver impactful projects.”*

develop management skills or expertise across different functions. We also have implemented tools that allow us to listen to their aspirations to support their professional growth. We organise programmes that allow them to grow and constantly flourish.

We continuously welcome fresh talent, both to fuel our business growth through strategic hires for specific event lifecycles but also to drive the development of Comexposium by adding technical or sector experts to our teams.

We have set up a comprehensive onboarding programme especially for them. We pair them with a seasoned professional as a mentor during their first months with us.

Our doors are open to bright young minds, particularly through part-time training and internships. Their innovative spirit energises the Group, and in return, we offer them a platform to develop their talent. We foster a culture of knowledge-sharing and train them to future-proof their careers. At Comexposium's head office, we are proud to have converted many of our part-time training and internships students into permanent hires in 2023.



SARAH MARTIN  
DIRECTOR OF HUMAN RESOURCES  
COMEXPOSIUM



COMEXPOSIUM is

More than  
**1,000**  
employees

More than  
**200**  
hires  
in 2022-2023

**87%**  
of employees  
are proud to work for  
the Group\*

**38** years  
average age  
of our employees\*\*

**50**  
professions

**91%**  
of employees  
love their work\*

**8** years of service  
in the Group on  
average\*\*

➤ Skills development:  
a key issue

At Comexposium, we invest in developing our teams through learning experiences, fostering career mobility within the Group, and providing the right training.

- 95% of employees completed at least one training course during the year\*\*
- 5,035 hours of training, representing 2.29% of our total payroll\*\*
- 6%: internal promotion rate\*\*

➤ A Group that champions  
diversity and equity

At Comexposium, we believe that diversity is a vital component of a creative and innovative company. As evidenced by our strong performance in the 2023 Professional Equality Index, we actively champion gender equality in recruitment and career management.

2023 PROFESSIONAL EQUALITY INDEX 98/100

Gender pay gap	38/40
Gender pay rise gap	20/20
Differences in promotion rates between women and men	5/15
% of female employees who received a raise upon returning from maternity leave	15/15
number of employees of the under-represented sex among the 10 highest paid employees	10/10

➤ Youth: our future capital

Comexposium is a renowned learning company that empowers young people to learn a trade and train alongside our experts, with the potential to join our teams at the end of their apprenticeship.

- 92.9% of work-study students and interns recommend Comexposium as employer
- 10% of our 2023 hires came from work-study programmes and post-apprenticeship traineeships\*\*
- HappyIndex Trainees 2023 Certification: Comexposium ranks 41

\* SOCIAL CLIMATE SURVEY 2023 – UES COMEXPOSIUM  
\*\* SCOPE UES COMEXPOSIUM



# A collaborative & responsible company

*Our mission to connect and engage communities is a key driver of our corporate culture. We work together to serve the event industry, empower our communities, and make a lasting social impact. At Comexposium, we thrive on teamwork. We collaborate to overcome business challenges and connect through fun activities and meaningful initiatives.*

## Unlocking potential: embracing project-based work

**W**hile Comexposium's teams excel at collaborating to ensure event success, long-term, cross-disciplinary projects require them to harness diverse skills in new ways. The HORIZON project has succeeded in doing just that.

The initiative behind the code name is a cross-department business transformation project with a new management platform at its core designed to fuel the Group's growth, anticipate regulatory changes, and deliver more efficient tools.

HORIZON presents a double challenge: motivating and uniting a diverse team not used to working on a long-term cross-functional project under time pressure and fostering user ownership of a new tool that disrupts established habits.



To achieve this, the HORIZON project embraces the Agile methodology to foster collective intelligence, communication and close collaboration with teams. To further break down silos, a dedicated workspace unites everyone involved in the project. 'User Experience Days', a dedicated training programme and a 'hypercare system' with a hotline ensure everyone feels confident using the new tool.

The HORIZON project development is nearing completion, on schedule, with all metrics in the green, all initial goals met and positive initial feedback from users!

***“HORIZON shows that, through education, planning, and support, we can unlock new avenues for collaborative innovation.”***

SÉBASTIEN PETIT  
HORIZON PROJECT DIRECTOR,  
COMEXPOSIUM

## Building solidarity through shared purpose

Our events partner with charities and champion solidarity and inclusion initiatives, which are often aligned with the themes explored by our shows.

Paris Games Week, for example, joins forces with Cap Games to champion video game accessibility and digital inclusion for people with disabilities. With Rêves d'Enfants, Le Mondial du Tourisme is turning dreams into reality for sick children. Foire de Paris stands with Imagine for Margo in the fight against cancer through a street art performance initiative. On a different note, MILIPOL PARIS helps war-wounded individuals reintegrate into society.

Comexposium actively engages its teams in this culture of solidarity. At Paris La Défense, volunteers pound the pavement, hit the track, or dance for the Challenge Contre La Faim. Thanks to the 70 people who participated in 2023, Comexposium donated €17,000 to Action Contre La Faim.

Our Asian teams champion the well-being of children in need. In November, 60 employees in Indonesia dedicated half a day to bringing smiles and care to children at a local orphanage.

***“Empowering communities is our work and our passion, that's why we're also thrilled to support communities of people facing challenges.”***

KEVIN YANG  
MANAGING DIRECTOR OF  
INTERNATIONAL BUSINESS  
COMEXPOSIUM APAC & COMEXPOSIUM  
SHANGHAI



## Celebrating the pleasure of being together

In Bali last November, 100 Comexposium Asia-Pacific managers came together for a corporate-themed “Magenta Party” after several productive co-construction workshops. In France a few months earlier, 600 employees at our annual corporate convention unleashed their creativity with a musical improvisation concert.

Behind these meticulously planned events lies a desire for dialogue and collective growth. Family Days in Puteaux and Aubagne, for example, offer employees an opportunity to share their work environment with loved ones. The Comexposium indoor football team, meanwhile, showcases its talent through the Business League. Employees can also try their hand at the “Tournoi de Pétanque” organised by the Leisure Activities Committee. It's our way of recognising achievements, big or small.

Group events are obviously the most common way for teams to meet up— during a “kick-off” for employees around the world during SIAL NETWORK, in a minibus transporting the COMEXPOSIUM US teams to CURVE Montréal, or on the 24 Hours of Le Mans circuit for the Retromobile project team.

By fostering cohesion through initiatives like these, our teams are well-equipped to tackle the challenge of organising an event for hundreds of thousands of people.

***“Knowing how to celebrate success, at the end of an event, or before it, at each new milestone, or how to create opportunities for people to get together and enjoy each other's company... what could be more natural for an event organiser!”***

MARIE LAGRENÉE  
GROUP SALES DIRECTOR,  
COMEXPOSIUM





Together

# Results & outlook

Comexposium exceeded its objectives in 2023. With the post-pandemic bounce-back underway, the Group pulled out all the stops to make its events a success and to renew its ties with exhibitors through a winning partnership strategy. Comexposium returned to pre-COVID sales levels in 2023, with a turnover up 3.2% compared to 2019 and several events that sold out. Comexposium's strong results validate our strategic approach. By fortifying our brands and leveraging our dedicated teams, we have met the needs of our communities of professionals and enthusiasts.

The beginning of 2024 is following the same trend. Comexposium is leveraging its ability to provide unforgettable experiences and cutting-edge content to grow its brands' reach to unprecedented levels, with record-breaking attendances at Rétromobile 2024 and IMCAS PARIS 2024.

Comexposium is winning over new audiences based on its strategic marketing expertise and strong commercial relationships, as demonstrated by the record number of new international exhibitors at Wine Paris & Vinexpo Paris 2024 and the rise in new attendees at Who's Next.

Comexposium continues to fuel its growth through strategic partnerships. Forging an alliance with Le Salon du Chocolat has solidified its leadership in the food and sweet culinary segments, while its collaboration with Ankorstore showcased the synergy between in-person professional events and digital solutions.

More than ever before, Comexposium is fulfilling its mission to "create valuable and memorable connections to take our communities further" while optimising its positive impact on all stakeholders.

*"For Comexposium, 2023 marks a return to the level of performance we experienced in 2019. This rapid recovery confirms the need for physical business meetings for both our exhibitors and visitors. Our customer and sector knowledge enables us to address our communities effectively by bringing together a visitor base of qualified buyers, sector experts and a diversified offering at our events."*

*"Our in-depth knowledge of sectors and regions is a lever for growth for our partners as well as for us. Our teams' commitment will enable us to continue this development and strengthen our positive impact on all our stakeholders, as part of a sustainable development approach for all."*

DRISS TAZI  
CHIEF FINANCIAL OFFICER  
COMEXPOSIUM







## COMEXPOSIUM

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 AVRIL 2024  
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*TO TAKE OUR COMMUNITIES FURTHER*

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