



## **PRESS RELEASE**

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### **Global leader Reed Exhibitions signs joint venture with leading Indian exhibition organiser Services International**

India- Reed Exhibitions, part of the FTSE listed Reed Elsevier Group today signed a joint venture agreement with Services International to form Reed SI Exhibitions based in New Delhi.

Services International is the leading organiser of fire and safety related events in India. In addition to the existing fire, safety, transport security and disaster management events currently organized and managed by both partners, Reed SI is planning to grow a portfolio of B2B trade shows for the Indian market.

The Fire sector is currently valued at \$320mn and growing at a rate of 20 per cent every year. This growth is further supported by the boom in the housing, real estate and infrastructure industries. The Reed SI joint venture will create a unique platform for networking and cater to the burgeoning needs of a vast customer base in India.

Mr Dan Londero, Reed Exhibitions' Regional President commented: "We are delighted to have forged this partnership with Services International. We are confident the synergistic expertise of each partner will enable Reed SI to deliver superior business platforms for our customers these growing industries. Reed's global market knowledge in this sector and our extensive sales networks across Asia, Europe, the Middle East and the US will be leveraged to strengthen the international content of the events."

Jaideep Gurwara and Sandeep Gurwara, founders & owners of Services International added: "This represents an exciting new chapter for the fire and safety communities in India. The combination of our local expertise and network and Reed Exhibitions' global connections and collaboration possibilities with similar events around the world, promises a very strong and bright future for this new venture. We look forward to developing and taking this partnership to its full potential'.

**ENDS**

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### **About Services International**

Services International has been organising leading trade exhibitions for various industries like Printing, Fire, Coating, Ceramics, Transport Security, Security, Organic & Natural foods, Wellness, Herbal, Machine & Tools, Hardware, and Jewellery since 1994. The principal strategy at SI has been to build a business environment that facilitates in establishing & developing relationship between buyers and sellers, thus helping & enabling them to unfold and tap profitable business opportunities. A family led enterprise SI has held onto its relationships and customers very closely over the years.

### **About Reed Exhibitions**

Reed Exhibitions is the world's leading events organizer, with over 500 events in 39 countries. In 2011 Reed brought together six million active event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organized by 33 fully staffed offices. Reed Exhibitions serves 44 industry sectors with trade and consumer events and is part of the Reed Elsevier Group plc, a world-leading publisher and information provider and a FTSE 100 company. [www.reedexpo.com](http://www.reedexpo.com)

