

Clarion Events Launches Middle East Operation

Joint venture with MECOM Forums provides foundation for regional expansion

Clarion Events, one of the world's fastest growing event companies, has responded to growing opportunities in the Middle East by opening its first office in the region and simultaneously entering into a joint venture with MECOM Forums, the specialist B2B exhibition and event organiser based in Dubai.

Geoff Dickinson, Chairman of MECOM Forums who will lead Clarion Events Middle East said that the two investments by Clarion give it a powerful platform for growth in the region. "We're excited about being part of Clarion. Combining our regional expertise and portfolio of events with Clarion's stable of brands makes for a potent combination with significant potential."

Simon Kimble, CEO of Clarion Events said that despite the underlying economic outlook there were significant opportunities in the SAMENA region (South Asia, Middle East and North Africa).

"We will be launching trade shows across a number of different sectors. Clarion Events Middle East and the regional know-how and event organising skills of MECOM Forums creates an immediate base of operations from which to do this as well as providing the infrastructure we need to support growth plans for our energy conference business."

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