

## VNU Asia Pacific and IMAG have agreed to cooperate in South East Asia

Bangkok/Munich, February 12, 2020 –VNU Asia Pacific and IMAG, a subsidiary of Messe München, want to support each other in the future regarding marketing and sales activities for their trade fairs in South East Asia. The cooperation is about to start for the trade fairs *Thailand LAB INTERNATIONAL* and *analytica Vietnam*.

Heiko M. Stutzinger, Managing Director at VNU Asia Pacific: “*analytica Vietnam* is a top event and a perfect match for our *Thailand LAB INTERNATIONAL*. Moreover, we are looking forward to extend our cooperation with IMAG to further countries in the region.”

Peter Bergleiter, Managing Director at IMAG: “With VNU Asia Pacific we win an experienced partner with best connections in South East Asia. Together with our decades of know-how in the international trade fair business we will thus be creating more synergies for joint future projects.”

### Press picture



Heiko M. Stutzinger (*left*), Managing Director VNU Asia Pacific, and Peter Bergleiter, Managing Director IMAG GmbH (photo: AMMP)

### About VNU Asia Pacific

VNU Asia Pacific is part of VNU Group, a globally operating exhibition company with offices in Utrecht, Shanghai as well as in Bangkok, and consolidates the international exhibition business of Royal Dutch Jaarbeurs. VNU Asia Pacific is a Joint Venture of Jaarbeurs and the Thai TCC Group, a leading corporate conglomerate in the fast-growing region. From its business hub located in Bangkok, VNU Asia Pacific covers all key exhibition markets in South East Asia with a constantly expanding portfolio of currently 12 trade shows and event formats including brands from the AgriTech, Animal Husbandry, Animal Companion, Food, Life Sciences and Biotechnology industries.

Royal Jaarbeurs belongs to the top 20 exhibition organizers by revenue worldwide and operates a 100.000 square meter exhibition center in the city of Utrecht, The Netherlands. In the coming years, the company is going to invest 300 Million Euro into further expansions of its exhibition center to continue to meet the highest technology and sustainability standards. The Asian counterpart, TCC Group, headquartered in Thailand is one of South East Asia's leading conglomerates and the most recognized corporations. TCC Group employs some 60,000 employees and has an extensive service and real estate portfolio. One of its real estate highlights is the premier exhibition and conference venue in the heart of Bangkok, The Queen Sirikit National Convention Center (QSNCC) which is currently being newly built and scheduled to re-open at the end of 2022.

For more information, visit [www.vnuasiapacific.com](http://www.vnuasiapacific.com)



### **About IMAG GmbH**

IMAG, a subsidiary of Messe München GmbH, organizes trade fairs around the world and supports participants in international events outside Germany on behalf of public and private clients. Since its foundation in 1946 in Munich, IMAG has been involved in over 5,000 international exhibitions abroad. IMAG's annual portfolio encompasses approximately 30 trade fairs, spanning around 20 countries. The events focus in particular on the following sectors: automotive, commercial vehicles and auto parts industry / construction machinery, building material and mining / machine tools and further industries / environmental technology and analytics.

[www.imag.de/en](http://www.imag.de/en)

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