

Andry Montgomery acquires Exhibitions for Africa

Specialised Exhibitions, a subsidiary of Andry Montgomery, yesterday, Monday, 26 November 2007, announced the acquisition of B2B exhibition organisers Exhibitions for Africa (EFA). The addition of the EFA portfolio, which comprises shows such as Hostex, Markex, Securex and Computer Faire, will result in a group that runs over 40 events during a two-year period across the regions of Gauteng, KwaZulu-Natal, and the Western and Eastern Cape.

Under its new management, EFA will continue to trade under its own name, although as a division of Specialised Exhibitions.

Damion Angus, new business development director for Andry Montgomery, stated, "We already have a strong portfolio of events through Specialised Exhibitions and this further highlights our commitment to developing our business in South Africa."

John Kaplan, MD of Specialised Exhibitions, described the acquisition as "a great addition to our business the reputation Exhibitions for Africa has developed as a leading exhibition organisation in South Africa is outstanding, and there is excellent synergy between both companies."

EFA has grown substantially since its management buy-out from Reed in 2001. The company now specialises in three main sectors –hospitality, retail and marketing; industrial, transport and security; and information and communications technology.

Sandy Angus, chairman of Andry Montgomery, said "Coupled to our majority shareholding in Expo Centre we are looking to take advantage of the opportunities which SA will offer in the run up to the world cup and beyond. We hope this will be a spring board for the launch of our major brands into the other parts of Africa which are beginning to benefit from their massive mineral and industrial wealth."