



**E. J. KRAUSE &
ASSOCIATES, INC.**

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CONTACT:

USA

Kara Krause
E.J. Krause & Associates
kl.krause@ejkrause.com

E.J. KRAUSE & ASSOCIATES INKS INDUSTRY SECTOR PARTNERSHIP WITH TARSUS GROUP IN MEXICO & INDONESIA

Bethesda, MD (December 3, 2013) – E.J. Krause & Associates (EJK) has formed a strategic partnership with U.K. based Tarsus Group to expand into emerging markets. The two events involved in the joint venture include **Plastimagen Mexico** (180,000 net), the leading exhibition for the plastics industry in Latin America, and **Expo Manufactura**, Mexico's premier manufacturing event. Additionally, Tarsus will be launching a number of its brand name events into the Mexican market through the joint venture.

"Mexico is a large and fast-growing market that has close trading ties with the US. The Mexican exhibition market is highly fragmented at present and offers exciting potential for growth," said Douglas Emslie, Tarsus Managing Director.

E.J. Krause & Associates is the major exhibition and conference organizer in Mexico. *"We are very pleased to announce this deal with Tarsus Group. This joint venture will offer much growth potential enabling EJK to expand its industrial events in the plastics and manufacturing sectors into other markets,"* said Ned Krause CEO of E.J. Krause & Associates. EJK will continue to organize its portfolio of events in Mexico independent of the joint venture.

This partnership comes just after the announcement of **CONNECT EXPO COMM Indonesia**, where EJK and Tarsus Group have joined forces bringing together two powerhouse brand names in the ICT industry. Collectively, the partnership allows EJK to launch replications of its existing brand name events into Indonesia and other territories in which Tarsus Group has already established a solid platform. This will begin with **CONNECT EXPO COMM Indonesia** taking place in November 2014.

Krause added, *"I am excited by the opportunity to work with Tarsus to launch collaborative brands in both Mexico and emerging markets."* This joint venture agreement will bring substantial growth for both companies.

About E.J. Krause & Associates:

For more than 25 years, E.J. Krause & Associates, Inc. (EJK) has been a worldwide leader in exhibition and conference management. EJK is one of the largest privately held exhibition management companies in the world, with offices on three continents. EJK produces a growing portfolio of over 40 events, serving 14 different industries. We excel in creating global brand leading events, bringing companies together to network and generate business. For more information please visit www.ejkrause.com