

Press Release  
For Immediate Release



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## **UBM Asia joins hand with Trust to organise Sign China**

UBM Asia Ltd., a fully-owned subsidiary of United Business Media Limited, announced that it has formed a 70-30 joint venture, UBM Trust Co., Ltd, with the organiser of Sign China, Trust Exhibition Co., Ltd., to jointly develop the event.

Established in 2003, Sign China has grown rapidly along with China's advertising market which according to CTR Market Research jumped 13.5 percent to US\$74 billion in 2009. This annual event has won strong industry credibility and support, and evolved into the most international trade exhibition of its kind in China.

This year's Sign China is taking place from 2nd to 5th March at the China Import & Export Fair Pazhou Complex in Guangzhou, with 1,000 exhibitors occupying 70,000 sqm, a 15% growth from 2009. This event is expected to attract 55,000 advertising industry professionals over four show days.

Jime Essink, President & Chief Executive Officer of UBM Asia said: "We are very pleased to partner with Trust in the development and growth of Sign China. This joint venture continues our strategy of focusing on sectors and markets with the most exciting growth potential. The local management team has done an excellent job taking the show to where it is today, and we look forward to working with them, using UBM's international network and experience, to further develop this event for China's advertising and sign industry."

Added David Tang, Managing Director of UBM Trust: "The continued growth of Sign China bears testimony to its effectiveness in creating value for our participants. The event can now further tap into UBM's extensive global reach and professional show management expertise to become an important catalyst for the development and upgrading of China's advertising industry. Trust is extremely delighted to have UBM Asia as our international partner."

The partners of UBM Trust make clear their intention to use the new joint venture as a platform for further business development in China and beyond.

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Notes to Editors

**1. About UBM Asia ([www.ubmasia.com](http://www.ubmasia.com))**

Owned by United Business Media Limited (UBM) listed on the London Stock Exchange, UBM Asia operates in 13 market sectors with headquarters in Hong Kong. We have over 130 media products in three categories: trade fairs, print and B2B portals. As Asia's leading exhibition organiser and the biggest commercial organiser in the two fastest growing markets in Asia: China and India, we stage the leading events of their kind across Asia. Our 110 events attract an annual attendance of 30,000 quality exhibitors and 1,270,000 visitors from all over the world to meet their target business partners face-to-face for business matching and networking. We publish high-quality trade publications for 191,000 industry professionals to capture the market trends and industry news. Complementing our exhibitions and publications are round-the-clock and industry-specific online B2B portals which provide a series of online trading networks, industry news hub and sourcing and marketing platforms for the world's trade buyers and suppliers. We have over 650 staff in 15 major cities in Asia.

**2. About United Business Media ([www.ubm.com](http://www.ubm.com))**

UBM focuses on two principal activities: worldwide information distribution, targeting and monitoring; and, the development and monetisation of B2B communities and markets. UBM's businesses inform markets and serve professional commercial communities - from doctors to game developers, from journalists to jewellery traders, from farmers to pharmacists – with integrated events, online, print and business information products. Our 6,400 staff in more than 30 countries are organised into specialist teams that serve these communities, bringing buyers and sellers together, helping them to do business and their markets to work effectively and efficiently.

**3. About Trust Exhibition Co Ltd ([www.ubmtrust.com](http://www.ubmtrust.com))**

Trust has extensive experience in organising large-scale exhibitions covering different industries in China, as well as organising Chinese enterprises to participate in famous fairs abroad. Its flagship events are for the sign and advertising industry. It takes pride in providing professional high-quality services to its customers.