

The Event Production Show and International Confex are to collocate at London's Olympia in 2015.



The shows will take place next year on 18 and 19 February, say organisers Mash Media. The decision follows extensive research with visitors and exhibitors at both shows. Event director of the Event Production Show and International Confex, Donna Bushell, said: "This is brilliant news for both brands and more importantly for the visitors and exhibitors to the shows. "We said from the beginning we wanted to give these events back to the industry, and through this move we're giving them the gift of time and allowing them to enjoy the experience of two major exhibitions, in one location, during an intensive two-day period."

Other than for areas of obvious cross-over, the shows will remain independent, with educational programmes and features targeted at visitor profiles. "Where cross-over makes sense for both visitors, we will encourage a steady flow between the shows and a more spectacular feel to both," added Donna Bushell. Meanwhile, it has been announced that Nick de Bois MP, Chair of the All Party Parliamentary Group (APPG) for Events will make the opening address at International Confex this year as part of an educational session that will debate the industry's response to the recent APPG Inquiry into the international competitiveness of the UK events industry.

He has been a proactive supporter of the events industry through his Chairmanship of the APPG Inquiry and becomes the latest in a growing list of key influencers speaking at the show. The Business Visits & Events Partnership (BVEP) has also held discussions with regards to an industry response and will ask for further industry comment at the session, taking place 9.45am on day one of International Confex. "Confex has been a big supporter of the APPG Inquiry and we are delighted that Nick has taken the time to come along to the show," commented Donna Bushell.

“His attendance at this important session is a great endorsement of the exhibition but also kicks it off with the best possible subject; the future competitiveness of our industry.” Following the first educational session, co chaired between the BVEP and the Britain for Events campaign, de Bois will take a tour of the show and meet with Karren Brady CBE, the keynote speaker for day one, 12<sup>th</sup> March 2014. “We’re really looking forward to hearing both what Nick and the industry has to say in response to the Inquiry, and we’re delighted that Confex remains the platform for this sort of discussion,” concludes Donna.