

VNU Asia Pacific reports record-breaking figures and enters the new decade with a dedicated growth strategy

Bangkok, January 2020

VNU Asia Pacific has experienced rapid growth and is on course to become a market leader in the Southeast Asian MICE Industry. Under new management, the company celebrated extraordinary results in 2019. Backed by its strong shareholders (Royal Jaarbeurs from The Netherlands and TCC Group from Thailand), VNU Asia Pacific positions itself as the perfect joint venture partner for international exhibition organizers that strive to enter or grow in Southeast Asia. Fueled by a new global brand architecture and in a newly built state-of-the-art office, VNU Asia Pacific confidently enters the new decade with a bold growth strategy.

2019: An extraordinary year

VNU Asia Pacific looks back at a highly successful 2019. With a clear geographical focus on Southeast Asia, VNU Asia Pacific organized top exhibitions in the AgriTech, Animal Husbandry, Food as well as Lifesciences and Biotechnology industries. In total, the 2019 portfolio of 8 events showed impressive growth on a show-to-show comparison basis.

Albert Arp, Group CEO of Royal Dutch Jaarbeurs / VNU Group and Chairman of VNU Asia Pacific, concluded: “Despite 2019 having been the first year of transformation for the company with substantial investments, we look back at an extraordinarily successful year showing record-breaking numbers in terms of EBIT as well as net profit. We have a passionate team and a strong core portfolio, both of which we will expand in the coming years at our regional hub in Bangkok as well as in other key markets throughout Southeast Asia”.

Strong outlook in 2020

Heiko M. Stutzinger, Managing Director of VNU Asia Pacific, is looking forward to an exciting future: “2020 will be a transition year with further investments in our infrastructure, in particular our brand-new head office in Bangkok and our continuous expansion of talent. This is part of our ambitious 5-year plan to become a regional leader as we foresee the coming years in Southeast Asia’s MICE industry to be highly dynamic. In close cooperation with our formidable shareholders from both The Netherlands and also Thailand, we see ourselves as the perfect local partner for international exhibition organizers who want to capitalize on their opportunities in this high-growth region”.

New events to be launched in 2020 include ‘Pet Fair SE Asia’, a regional edition of the world’s largest animal companion business fair organized by VNU Asia in Shanghai. The exhibition will deliver over 9,000 sqm of global innovations from Asia’s booming pet industry. Within the animal production related shows, VNU Asia Pacific will be joining forces in 2020 with ‘VICTAM’ to organize a new event: ‘VICTAM Animal Health and Nutrition Asia’. Furthermore, VNU’s dedicated team will also organize the well-established events ‘ILDEX Vietnam’ as well as in a joint-venture with DLG the highly successful ‘Agritechnica Asia’ and ‘Horti Asia’, which both take place on a 2-year cycle in the company’s trade fair calendar.

Combined European and Asian MICE excellence

VNU Asia Pacific is standing on the ground of a strong international partnership between two of the world's leading exhibition management companies. The European partner is The Royal Jaarbeurs Group from Utrecht, The Netherlands, which is amongst the top 20 exhibition organizers by revenue worldwide. The company looks back at over 100 successful years in the exhibition business. Proud of the past, strategically thinking into the future, Jaarbeurs recently announced a 300 million Euro investment into a new state-of-the-art exhibition and convention center in the city of Utrecht, which will meet the highest technology and sustainability standards of the 21st century.

The Asian counterpart is TCC Group, headquartered in Thailand. The company is one of Southeast Asia's leading conglomerates and most recognized corporations. TCC Group employs 60,000 employees worldwide and has an extensive service and real estate portfolio. One of its many real estate highlights is The Queen Sirikit National Convention Center (QSNCC), a premier exhibition and conference venue in the heart of Bangkok, which is currently being expanded into a cutting-edge 3-storey complex of 45,000 square meters of exhibition space plus another 9,100 square meters of convention/meeting/conference space. The newly built QSNCC is scheduled to re-open at the end of 2022.

Worldwide VNU offices become united under one brand

From 2020 onwards, VNU will adopt a new corporate brand image that will unite its offices in Utrecht, Shanghai and Bangkok under one common brand identity. The new brand, which is inspired by the new colors of the Royal Jaarbeurs Group, highlights the importance of VNU's global mission to connect people, brands and markets to accelerate business. Moreover, the new common brand identity is testament to an increasing interregional cooperation between VNU's international offices in an effort to bring markets, industries and businesses even closer together.

Newly built office accommodates future growth

In February 2020, VNU Asia Pacific will be moving into a new premium office space in the heart of Bangkok. The ultramodern office will be located at The PARQ in Bangkok, a newly built state-of-the-art real estate project developed by VNU's Thai shareholder TCC Group. The PARQ will consist of premium retail and commercial office space, accommodating leading Thai and international corporations. VNU's new headquarters in Southeast Asia will be located only a 3-minute walking distance from The Queen Sirikit National Convention Center.

The new office will accommodate the future growth of VNU Asia Pacific and will serve as a regional hub to achieve the ambition of the company to be a market leader in the Southeast Asian MICE Industry in the coming 5 years.

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New Office Address - effective February 16th, 2020

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