

Press release



March 23, 2009

CMP Asia changes its name to UBM Asia

CMP Asia, a subsidiary of United Business Media Limited (UBM) today announced that with effect from March 23, 2009, it will change its name to UBM Asia. Jimé Essink, CEO of CMP Asia, will adopt the new title of President & CEO of UBM Asia. Peter Sutton, former President of CMP Asia, has taken on an advisory role for 2009.

Jimé Essink, President and CEO of UBM Asia, said: "In the past, UBM's professional B2B media activities operated under the CMP brand as one of UBM's three core businesses, alongside news distribution and market research. In the course of the last four years UBM has substantially redeveloped its businesses, focusing on news and information distribution services and serving specific professional and commercial B2B communities worldwide. Today UBM's businesses offer comprehensive product and service portfolios which include world-renowned events, online, print, business information products and news distribution services designed to meet the needs of B2B markets and industries worldwide. UBM is a leading global brand for professional B2B media and information products and services."

"The key value of the new name is that it highlights our UBM identity and the fact that we are part of UBM. UBM has a global portfolio of leading events serving vertical industries in different geographical markets. When attendees come to the CPhI series of pharmaceutical exhibitions in China, India, Japan or to CPhI Worldwide, the world's largest pharmaceutical event, they realise that these events are organised by the same company and feel more comfortable," continued Mr. Essink.

UBM Asia is the largest private trade fair organiser in China. In China and Hong Kong, UBM Asia events are the largest of their kind in the country or in Asia. Among them are the September Hong Kong Jewellery & Gem Fair, Furniture China in Shanghai, Cosmoprof Asia, the beauty fair in Hong Kong, Marintec China in Shanghai, Fashion Access in Hong Kong and Hotelex in Shanghai. "The year-on-year strong growth of our jewellery and furniture fairs has outpaced the capacity of the single largest venue in the host city. In Hong Kong, our jewellery fair is the first and still the only exhibition that spreads over the two exhibition centres in the city. Due to its leading position among the world's jewellery trade fairs, the Hong Kong Jewellery & Gem Fair is expecting a 25% increase in space in 2009 despite the economic downturn." Mr. Essink said. "Under our new name, UBM Asia will continue to offer the same professional services with the same management team and staff of over 650 people in 15 major cities in Asia."

UBM Asia operates in 13 market sectors throughout Asia and has its headquarters in Hong Kong. The key industries covered by UBM Asia are: jewellery & gift, beauty & health, furniture, leather & fashion, information technology, hotel & leisure, pharmaceutical, industrial technology and security, cruise and maritime, food, building, paper and nonwovens and aquatic trades.



UBM Asia has over 130 media products in three categories: trade fairs, print and B2B portals. It stages the leading events of their kind across Asia, attracting 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. It publishes high-quality trade publications for 191,000 industry professionals to capture the market trends and industry news. Complementing UBM Asia's exhibitions and publications are round-the-clock and industry-specific online B2B portals that provide a series of online trading networks, industry news hub and sourcing and marketing platforms for the world's trade buyers and suppliers.

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. Its 6,500 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.

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Downloadable format of the press release is available at UBM Asia's website at:
<http://www.ubmasia.com>

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