

exhibitions&eventsnewzealand

Media Release 8 February 2010

EENZ purchases Auckland Home Show, Canterbury Home Show and Big Boys Toys

After dmg world media announced in August 2009 its New Zealand business was for sale, Exhibitions and Events New Zealand Ltd (EENZ) today confirmed it has purchased the Auckland Home Show, Canterbury Home Show and Big Boys Toys. The Autumn Home Show is not part of the acquisition, having been previously cancelled by dmg world media.

“EENZ is perfectly placed to take over and grow this home show portfolio. They have a very successful track record owning and organising Home Shows and are a business that cares about people. We are confident they will do a great job with these events”, said Matthew Johnson, Managing Director, dmg world media Australasia.

EENZ CEO, Jane Ford, is particularly familiar with Home Shows. With her business partner - HIA Home Ideas Show founder - Graeme Uthmeyer, they acquired the three leading Australian Home Shows from dmg in 2008 through their Australian business Exhibitions and Events Australia. Despite a dampened economy in 2009, the Australian Home Shows have increased in visitor attendance under Exhibitions and Events Australia's management.

For the Auckland and Canterbury Home Shows, it is business as usual, with the events scheduled to run 8-12 September 2010 and 15-17 October 2010. Big Boys Toys was postponed by DMG for 2009 and 2010. EENZ hopes to re-launch the event in 2011.

“The Auckland and Canterbury Home Shows are New Zealand's most highly regarded home shows with a long history of achieving success. Thanks to the passionate staff, they are currently in a very strong position. We are delighted the team will continue to be lead by Amanda Magnus, Exhibition Director and we are confident of a smooth and positive transition”, said Ms Ford.

Jane Ford and Graeme Uthmeyer will manage the strategic growth of the New Zealand Home Shows in conjunction with the New Zealand team. “Our key focus will be to achieve a high return on investment for exhibitors, sponsors and show partners,” concluded Jane.

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