

August 6<sup>th</sup>, 2020

Press Release

## **New Partnership in India**

**The German trade fair organiser “AFAG Messen und Ausstellungen” and the Indian trade fair organiser “Virgo Communications and Exhibitions” will be working together in the future.**

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**Nuremberg** – “AFAG Messen und Ausstellungen GmbH” is one of the most successful private trade fair organisers in Germany and maintains important national as well as international partnerships. AFAG’s trade fair programme currently includes 20 events – both international trade fairs and supraregional public exhibitions and events. From August 2020 AFAG has new representation abroad in the form of trade fair organiser “Virgo Communications and Exhibitions” in India. In addition to our existing representatives in China, Turkey and in Italy for Southern Europe, our Virgo colleagues will strengthen AFAG’s acquisition activities abroad. This new partnership between AFAG and Virgo – who will be supporting each other in their respective home markets for both new and existing exhibition projects – will create new synergies for both companies as well as opportunities to develop new target groups.

### **Virgo Communications and Exhibitions**

Virgo is a private Indian trade fair organiser based in Bangalore that has been organising various B2B events on the Indian market and also in other countries like Bangladesh, Sri Lanka and South Africa since 2004. Virgo’s event portfolio covers the areas of power transmission, elevator technology and grinding technology. For this reason, Virgo’s portfolio is an ideal complement to AFAG’s programme. AFAG organises the international trade fairs for elevator technology (interlift) and grinding technology (GrindTec) in Germany, among others.

**AFAG – We make fairs**

The private trade fair organiser AFAG Messen und Ausstellungen GmbH has been operating out of Nuremberg since 1947 and from Augsburg since 1991. To date, AFAG has staged almost 800 trade fair events for a wide range of industries and subject areas.

[www.afag.de](http://www.afag.de)

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