



REED EXPOSITIONS FRANCE: Frédéric Lorin to head up IFTM Top Resa and Map Pro

Alain Bagnaud, Director of the Transport, Tourism and NICT section, has announced the appointment of **Frédéric Lorin** as **Director of IFTM Top Resa and Map Pro** with effect from 4 April 2016.

From 2008 to 2015, Frédéric Lorin was instrumental in launching Belambra resorts across European markets while he was Director of International Sales & Director of Communications.

Frédéric Lorin's global career has seen him operating within major communications groups, as General Manager of Ogilvy & Mather's offices in Dubai and Kuwait and also in Morocco, where he founded his own PR and advertising agency McCann-Lorin in association with the Interpublic/McCann Erickson group.

He will pursue our Group objectives by driving our innovative expansion of the IFTM Top Resa and Map Pro shows on the international market, with a strong emphasis on customer service.

Alain Bagnaud comments: "His expert knowledge of international markets, especially the tourism and travel sectors plus his sales and communications expertise will be key assets as we continue to develop our shows in France and abroad. Frédéric's track record speaks for itself, and I am confident he will deliver on all fronts."

About Reed Exhibitions France

Reed Exhibitions France is a subsidiary of Reed Exhibitions (Reed), the world's leading events organiser, with 3,700 employees worldwide. In France, Reed Exhibitions organises 50 trade and consumer shows in many sectors, including art (FIAC, Paris Photo), construction (Batimat), publishing (Salon du Livre), home decor (Maison&Objet via Safi, a joint venture with Ateliers d'Art de France), franchising (Franchise Expo), hotels and catering (Equip'Hotel) and tourism (IFTM Top Resa and Map Pro).

In 2014, events organised by Reed Exhibitions France brought together more than 18,000 exhibiting companies and 1.22 million French and international buyers.

MEDIA CONTACTS

Danièle Maillard

Press officer

+33 (0)6 25 46 32 54

Frédéric Lorin

Tourism Division Director

+ 33 (0)1 47 56 24 39