

Sao Paulo Expo stages Latin America's largest auto show!

GL events demonstrates in Sao Paulo its capacity for generating value from its long-term assets.

Among the 40 event venues managed by GL events, Sao Paulo Expo (Brazil) was the last to be inaugurated in May 2016. €100 million were invested to transform it into Latin America's largest and most modern exhibition centre. With an occupancy rate at 80% of available capacity, the site has delivered on its promises and is a testimony to the Group's capacity for generating value from its assets as well as its long-term investments.

And just as COP22 in Morocco highlighted GL event's ability to address requirements for large events in terms of temporary structures, Sao Paulo Expo exemplifies the Group's long-term management strategy for its portfolio of event venues.

Held from the 10th to the 20th of November, the Sao Paulo Auto Show (No. 4 worldwide) organised by Reed Exhibitions, is South America's flagship automotive industry event. Over an area of 1,184,030 sq.2. (110,000 m²) within Sao Paulo Expo, 540 car models are presented, including more than 150 new models. With its own 4,500 vehicle parking facility, Sao Paulo Expo offers an environment of high quality and comfort to welcome visitors and exhibitors.

Welcome to the world of events

As an integrated global provider of solutions and services for events, GL events is pursuing its development across the industry's three main market segments: conventions, conferences, congresses; cultural, sports and political events; trade shows / B2B and B2C exhibitions and consumer fairs.

The Group operates on behalf of a broad range of institutional and private customers in France and throughout the world, committed to fulfilling its missions in a manner that faithfully reflects the ambitions and priorities of clients.

Present in more than 20 countries, GL events manages a network of 40 event venues. The Group confirms its guidance for achieving revenue growth in 2016.

MEDIA CONTACT

Agence Communiquez
Clarie Perrier / +33 (0)4 72 69 08 20
c.perrier@communiquez.fr