

Press release

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Strategic partnership with Newcom Media established

Kim Porter
Tel. +1 770 984 8016
Kim.Porter@USA.MesseFrankfurt.com
www.CWRE.ca

Waste & Recycling Expo Canada, Newcom Media sign letter of intent to combine forces

Organized by Messe Frankfurt, Waste & Recycling Expo Canada, Canada's only trade event serving the waste, recycling and public works markets, along with Newcom Media, one of Canada's premier B2B publishers & trade show producers, have signed a letter of intent to combine forces for future editions of the event.

Newcom publishes Solid Waste & Recycling and Today's Trucking magazines in addition to producing the Truck World trade show in Toronto. The alliance between the Waste & Recycling Expo and Newcom creates a unified stage capitalising on Newcom's strong relationships within the heavy duty transportation and waste and recycling communities in Canada.

"We are extremely pleased with this partnership. By combining the expertise of two undisputed market leaders, Waste & Recycling Expo Canada and Newcom Media, we are reinforcing our position in the market to provide a comprehensive platform for the waste management, recycling and public works industries," stated Konstantin von Vieregge, President and CEO, Messe Frankfurt North America.

Working in collaboration, the two companies will begin planning for future editions and enhancement projects, including a heightened focus on education, training, and product discovery for the industry. Newcom's first order of business will be to survey previous and past exhibitors as well as key prospective attendees, ensuring the needs of the industry are met.

"The reason this partnership is going to work is that Messe Frankfurt is committed to making whatever changes are necessary to ensure the long term success of the show," stated Joe Glionna, Newcom's President. "I'm talking date, frequency, location, everything. When you have show ownership that recognises change is required and is willing to throw out the playbook, I get excited. My team and I will be in front of the industry immediately."

Messe Frankfurt, Inc.
3200 Windy Hill Rd. / Ste. 500 West
Atlanta, GA 30339
USA

The 2019 edition of Waste & Recycling Expo Canada will be held October 9 – 10 at the Enercare Centre, Toronto. For full details on the entire event, please visit: www.CWRE.ca. Register for the event at www.cwre.ca/msc1.

Connect with Waste & Recycling Expo / Municipal Equipment Expo (#CWRE2019)

- Twitter: <https://twitter.com/CWRExpo>
- Facebook: <https://www.facebook.com/WasteRecyclingExpo/>
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- Instagram: <https://www.instagram.com/CWRExpo/>

- Twitter: <https://twitter.com/municipalexpo>
- Facebook: <https://www.facebook.com/MunicipalExpoCa/>
- LinkedIn: <https://www.linkedin.com/groups/3110032>
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Press information and photographic material can be found [here](#)

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organizer with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organizing and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

Messe Frankfurt North America is a subsidiary of Messe Frankfurt and is headquartered in Atlanta, GA. Messe Frankfurt North America produces ten shows within the United States, Canada and Mexico. In addition to Techtextil North America and Texprocess Americas, the North American portfolio of events includes Waste & Recycling Expo Canada, Municipal Equipment Expo Canada, Home Textiles Sourcing Expo, Apparel Sourcing USA and Texworld USA, and The Clean Show.

Waste & Recycling Expo / Municipal Equipment Expo

Canada's ONLY trade event serving the waste, recycling and public works markets. October 9 – 10, 2019

For more information, please visit our website at www.us.messefrankfurt.com.