



**E. J. KRAUSE &  
ASSOCIATES, INC.**

*<http://www.ejkrause.com>*

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## **E.J. KRAUSE & ASSOCIATES ACQUIRES TECNOALIMENTOS EXPO TO PRODUCE ALL INCLUSIVE FOOD AND BEVERAGE EVENT IN MEXICO**

**Bethesda, MD (January 9, 2014)** – E.J. Krause & Associates (EJK) has agreed to acquire a majority share interest in **TecnoAlimentos Expo**, Mexico's leading food and beverage manufacturing event. The announcement comes just after the decision to co-locate EJK and Barcelona Fairs' international food and beverage event **Alimentaria Mexico** with **TecnoAlimentos** in June 2014. Combining the two shows will establish one complete event for all aspects of Mexico's food and beverage industry, offering over 13,000 m<sup>2</sup> of exhibit space.

With the events joining forces, over 14,000 visitors are expected to gather at Centro Banamex in Mexico City June 3-5. The co-site provides an excellent opportunity for companies involved in all aspects of the food and beverage industry to secure a place in Mexico's market.

**TecnoAlimentos Expo** has established itself as Mexico's major manufacturing event for the food and beverage industry. The event focuses on manufacturing solutions for all segments of the food processing supply chain, including the distribution of ingredients, additives, technology and services. **TecnoAlimentos Expo** has been organized for the past 3 years by one of the most influential food technology editorial groups, Alfa Editores.

*"We are very excited by this acquisition. It enables EJK to acquire a stake in another leading event while expanding our industry reach in Mexico,"* noted Ned Krause, CEO, E.J. Krause & Associates.

*"Currently, Mexico's food and beverage industry is thriving. This is a great opportunity for both events, creating a comprehensive food and beverage marketplace for the industry. The co-site allows the shows to present a wide array of products and services for the F & B industry ranging from raw materials to finished food. Additionally, the combined event will now deliver one of the most extensive F&B educational programs in Mexico,"* said José Navarro, Managing Director E.J. Krause de Mexico.

The colocation will reinforce the content of an already very rich program of **Alimentaria Mexico** with the technical seminar of ingredients, additives, and processing.

This acquisition marks EJK's continued expansion as Mexico's leading event organizer.

**For additional information visit:**

[www.alimentaria-mexico.com](http://www.alimentaria-mexico.com)

[www.expotecnoalimentos.com](http://www.expotecnoalimentos.com)

**About E.J. Krause & Associates:**

*For more than 25 years, E.J. Krause & Associates, Inc. (EJK) has been a worldwide leader in exhibition and conference management. EJK is one of the largest privately held exhibition management companies in the world, with offices on three continents. EJK produces a growing portfolio of over 40 events, serving 14 different industries. We excel in creating global brand leading events, bringing companies together to network and generate business. For more information please visit [www.ejkrause.com](http://www.ejkrause.com)*