



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



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## **E.J. KRAUSE & TARSUS ANNOUNCE FIRST JOINT VENTURE LAUNCH IN MEXICO**

**Bethesda, MD (February 7, 2014)** – Tarsus Group and E.J. Krause & Associates (EJK) are pleased to announce the launch of **GESS Mexico** to serve the burgeoning education sector.

Tarsus, through its subsidiary F&E Education, are the organizers of the renowned **Global Education Supplies & Solutions Exhibition (GESS)** in Dubai and the new launch event in Mexico will build on this established brand. **GESS** exhibitions and conferences enable educational suppliers and solutions providers to access important decision makers in the education sector.

*“GESS Dubai has already established itself as the major player in the Middle East education field and the new event in Mexico allows us to build on our expertise and expand into the fast-growing Mexican market. I am excited by the opportunity to work with EJ Krause to launch this existing Tarsus brand into the country,”* noted Douglas Emslie, Group Managing Director of Tarsus Group.

*“Quality education plays a key role in the economic development of any nation and is one of the key forces in enabling growth. Mexico’s national education system currently serves 35 million children and President Enrique Peña Nieto’s government has allocated a record investment of over \$47 billion for education in 2014. The launch of GESS Mexico is very timely and represents a unique opportunity in this strategically important part of the world,”* commented Ned Krause, CEO of E.J. Krause & Associates.

The Mexican National Development Plan has selected education as one of the five key areas for development, ensuring the right to high quality education for all Mexicans.

A recent government statement concluded that *“Education should promote the comprehensive skills and abilities of each individual, while instilling values for which personal dignity and that of others is defined. A better education requires a strengthening of infrastructure, basic services and equipment of schools, it is necessary to strengthen the partnership between school communities, academia and society”*.

The immediate interest in **GESS Mexico** by worldwide industry leaders clearly indicates that Mexico will be a major growth market for the education sector. The exhibition and high level conference will provide the perfect platform for educationalists worldwide to meet and find new products and services, and discuss a range of topics about education and its future. **GESS Mexico** will be held in May 2015 at the World Trade Center, Mexico City.

### **About Tarsus Group:**

Tarsus Group plc (LSE:TRS) is an international business-to-business media group with interests in exhibitions, publishing and online media. The Group operates globally in key verticals including aviation, medical, labels and packaging, discount clothing (Off-Price), housewares and automotive. Tarsus runs more than 80 events and websites and its flagship brands include the Labelexpo exhibitions in Europe, the Americas, India and Asia and the Dubai Airshow.

The Group operates across a worldwide network of offices in Dublin, London, Paris, Milwaukee, Boca Raton (Florida), Dubai, Shanghai, New Delhi and Istanbul. Tarsus is building on its strong presence in the emerging markets of the Middle East, China, Turkey, India and South America. For more information visit [www.tarsus.com](http://www.tarsus.com)

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

For 30 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)