



PRESS RELEASE

Yuko Furuichi to become President and CEO of Comexposium Japan

Shanghai, 11 February 2019 -- Comexposium, the global events organiser, announced today the appointment of Yuko Furuichi as its new President and CEO of Japan. In this role, Yuko will lead Comexposium's digital marketing events in Japan, as well as developing and growing events in other sectors for the Japanese market, notably wine, cheese, and gourmet.

Elaine Chia, CEO of Comexposium Asia-Pacific said, "I am incredibly pleased to appoint Yuko as the new President and CEO of Comexposium Japan. In her five years with Comexposium Japan, Yuko has been instrumental in expanding Asia's largest digital marketing conference, [ad:tech Tokyo](#), into a premier event with more than 15,000 attendees and 250 speakers. Further, her leadership of our executive-focused summits, [Brand Summit](#) and [Commerce Summit One to One](#), has resulted in exceptional experiences for our customers. Yuko is excellent at forging and nurturing relationships, and as a result, is a strong partner for customers, associations, industries, and governments. I am confident that with her leadership, we'll be able to continue the growth of our business in Japan."

Yuko is based in Tokyo. She succeeds Masato Taketomi who will leave Comexposium at the end of March.

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Comexposium

Comexposium is one of the world's leading event organizers. Globally, it hosts more than 135 B2B and B2B2C events across many different sectors, significantly in

agriculture, construction, fashion, food, health, leisure, real estate, retail, security, students, tourism, and works council. At events, in over 30 countries, Comexposium welcomes more than 3.5 million visitors and 48,000 exhibitors annually. Headquartered in France, Comexposium's employees and sales network operate in 22 countries. Comexposium aims to be seen as the place to be, building bridges between people and business.

www.comexposium.com

Yuko Furuichi

Yuko Furuichi was head of ad:tech Tokyo for 3 years and has been working for ad:tech and summit conferences for more than 5 years. ad:tech Tokyo is the No.1 digital marketing conference in Asia, which has +15,000 attendees and +250 speakers. As a business conference organizer, she inspires and strengthens the most powerful partnerships, professionals, and ideas. She worked for CyberAgent, as a sales leader for CyberZ company before joining Comexposium. She has a B.A. in Faculty of Law from Keio University and is a certified Wine Expert (Japan Sommelier Association).