

## **Christophe Lecarpentier appointed new Director of AgEquipment & Construction Business Unit (SIMA, SITEVI and INTERMAT) at COMEXPOSIVIUM**



**Christophe LECARPENTIER, 49, joins the COMEXPOSIVIUM group as head of its AgEquipment and Construction Business Unit, which organises the SIMA, SITEVI and INTERMAT tradeshows.**

**His career experience in the agricultural and construction sectors acquired across nearly 30 years provides him with detailed knowledge of manufacturers and a clear understanding of the markets, both in their industrial aspects and in their distribution networks, which he will be keen to harness for the benefit of three exhibitions, each leaders in their respective sectors and showcases for excellence in their profession.**

His experience in promotion, marketing and event management in the industry and its ecosystem will serve as an asset in emphasising the relevance of the exhibition media to bring together, mobilise and provide collective responses to an entire economic sector, share the expectations of professionals in terms of solutions, and discover the latest technological innovations.

His roadmap includes the forthcoming editions of three international-scale meetings, all venues for meetings and dialogue that convey the collective ambition of federating all stakeholders in their respective verticals around the same vision for the future.

In three months' time, SITEVI, the international exhibition for the vine, wine, fruit and olive sectors, will bring together all its professionals with the shared goal of finding innovative solutions to adapt to climate upheavals.

In April 2024, INTERMAT, the sustainable construction solutions and technology exhibition, will be the showcase for an industry, united and mobilised to respond to the challenges of net zero and highlight the innovation dynamisms of manufacturers.

Then in November 2024, SIMA, the international exhibition of solutions and technology for high-performance and sustainable agriculture, will seek to be the sounding board for farmers and manufacturers to rise to the challenges of ecological and digital transition and robotisation.

## **Christophe Lecarpentier's career to date**

Christophe Lecarpentier, having graduated in 1996 in international trade from a Paris Chamber of Commerce college (CPSS Trudaine), also followed the executive leadership course HEC Management in 2003 and a dual course in sales and marketing (USA and UK).

He began his career in 1996 as a sales executive then sales director Europe from 1998 to 2005 at MILSCO Mfg Co., the American equipment manufacturer and the supplier of seats for machinery in the construction, agricultural, industrial and landscaping markets.

His career continued at JCB, the supplier of machines and solutions for the construction, agricultural, industrial and recycling sectors, as product manager from 2005 to 2011, marketing and sales support director from 2011 to 2020 then director of the Africa zone from 2020 to 2023, overseeing the dealerships in North and West Africa.

## **A word from Christophe Lecarpentier**

*My French and international experiences have brought me to work with many manufacturers, both upstream in product design and innovation, and at distribution level (product launch, promotion, network training, sales through dealership networks). Convinced of the pivotal role that the exhibition media plays in the promotional mix, I am looking forward to working with the entire profession, and I am thrilled to be taking up the position as director of the Ag Equipment and Construction Business Unit at Comexposium.*

**COMEXPOSIUM**, one of the leading event organisers worldwide, creating events that bring communities together to discover and explore businesses, passions and interests. Comexposium organises more than 150 professional and general public events, covering more than 10 sectors of activity (agriculture/food, retail/digital, fashion/accessories, leisure...). The group connects 48,000 exhibitors and 3.5 million visitors, 365 days a year in 22 countries. Creating experiences and encounters between individuals, Comexposium enables throughout its events (SIAL, All4Pack, Paris Retail Week, One to One Monaco & Biarritz, Foire de Paris, Rétromobile, etc.) and its associated content its communities to be connected all year round through an effective and targeted omni-channel approach. [www.comexposium.com](http://www.comexposium.com)

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