



EUROVET  
ASIA

PRESS RELEASE

Hong Kong, 17th November 2017

## **MARINE VEILLON APPOINTED MANAGING DIRECTOR OF EUROVET ASIA**

Marine Veillon will succeed Delphine Nguyen as Managing Director of the premiere trade shows for body fashion textile, accessories and innovation in Mainland China and Hong-Kong.

Effective November 24<sup>th</sup>, Marine Veillon will be the new Managing Director of EUROVET ASIA, the Hong Kong-based subsidiary of the French company EUROVET, the organizer of the world number one trade show network for the lingerie, swimwear and athleisure industries. She will replace Delphine Nguyen, who has managed EUROVET ASIA for seven years and successfully launched in March 2017 a new concept for Interfilie Hong-Kong : a curated, high-level body fashion networking event focused on innovation , acclaimed by its participants.

Over the last five years, Marine was based in Shanghai and took charge of business development and acquisitions in south-east Asia for Comexposium, a world leading trade show organizer with a portfolio of over 170 events, and shareholder of EUROVET. Previously, she was a project manager at Unibail-Rodamco, a major commercial real-estate developer and operator in Europe.

*"I am really happy to welcome Marine in the team and I am confident that her leadership and her recent experience as business development director at Comexposium will be great assets to increase our positions in Asia, says EUROVET CEO Marie-Laure Bellon. "I thank Delphine for her contribution and her high involvement in our trade fairs for the past seven years and wish her every success in her future career".*

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### **About EUROVET ASIA / INTERFILIERE:**

EUROVET ASIA is the Hong-Kong based subsidiary of the French company EUROVET, organizer for over 50 years of the world leading body fashion trade shows, covering the lingerie, swimwear, athleisure and textile industries.

EUROVET's portfolio includes Salon International de la Lingerie and Mode City in Paris, CURVENEWYORK, CURVELASVEGAS, Riviera, Sportiv', and the INTERFILIERE series of shows across the globe (Paris, Hong-Kong, New York, and Shanghai).

EUROVET ASIA team, composed of 7 people, runs two shows a year in Asia:

- ◆ INTERFILIERE SHANGHAI: the leading platform in Asia for lingerie, swimwear and athleisure innovative fibers and fabric, embroideries and laces, accessories, as well as textile designers, OEM/ODM and machinery manufacturers.
- ◆ INTERFILIERE HONG-KONG, a curated, high-quality networking platform for the bodywear industry specialists, focused on innovation and emerging market trends. In 2017, 64 exhibitors selected by a buyer steering committee, based on the innovation and quality level of their products, met with hundreds of pre-screened buyers.

For more information, please visit our website <https://eurovet.com/en/>