

APPOINTMENT

GUILLAUME SCHAEFFER, NEW DIRECTOR OF TRADESHOWS INTERMAT, SITEVI AND SOLUTRANS AT COMEXPOSIUM



Guillaume Schaeffer has been appointed exhibition director for the tradeshowes INTERMAT, SITEVI and SOLUTRANS, organised by the Comexposium group. He succeeds Christophe Lecarpentier at INTERMAT and SITEVI, and Chantal de Lamotte at SOLUTRANS.

Backed up by extensive career experience during which he has headed up teams, projects and large-scale events, and building on an array of commercial and operational skills and communication expertise, Guillaume Schaeffer will make it his mission to prove the relevance of the exhibition media in the aims of uniting, mobilising and providing a collective response to an entire industry, sharing professionals' expectations for solutions, and showcasing the latest technical innovations.

His action plan revolves around the forthcoming next editions of three tradeshowes with global reach:

- From 18 to 22 November 2025, **SOLUTRANS**, the global hub for heavy and light commercial vehicles, the two-yearly gathering of a supply chain that ranks among the most innovative, from industry to services. It will reflect more strongly than ever the challenges of the sector, with a special focus on the changing energy mix, data and AI, along with new and upcoming legal requirements.
- From 25 to 27 November 2025, **SITEVI**, the international exhibition for the vine, wine, fruit and olive growing sectors, which will bring together all its professionals in the aim of finding new solutions to address the upheavals of climate change.
- From 21 to 24 April 2027, **INTERMAT**, the exhibition for sustainable construction solutions and technology, will be the showcase of an entire industry, united and mobilised to address the issues faced by the sector and shine a light on equipment manufacturers' innovation capabilities.

"With the teams at Comexposium and working alongside all our partners, I am delighted to continue the development of INTERMAT, SITEVI and SOLUTRANS. These tradeshowes, lying at the heart of some fast-changing sectors, are unmissable events to support professionals, showcase innovations and foster dialogue. Together, we will continue to reinforce their impact in France and abroad," commented Guillaume Schaeffer.

Guillaume Schaeffer: a biography

The holder of a double degree in chemical engineering and business management, Guillaume Schaeffer has spent a significant part of his career working in international industrial groups, among them TotalEnergies. There, he occupied positions in marketing and sales before joining the group's communications division in 2013. Initially responsible for large internal events, then for internal campaigns aimed at some 100,000 employees, he was appointed head of communications of the new OneTech branch in 2021.

In 2022, he joined the Comexposium group, a global leader in event organisation, where he was director of major international tradeshowes in the packaging and road transport sectors.

ABOUT COMEXPOSIUM

The Comexposium Group is 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, through its events (SIAL, ALL4PACK Emballage Paris, Paris Retail Week, One

to One Monaco & Biarritz, Foire de Paris, Rétromobile, etc.), Comexposium enables its communities to be connected all year round through an effective and targeted omni-channel approach.

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