



20 YEARS OF VIRTUALEXP: FROM ONLINE EXHIBITION TO B2B MARKETPLACE

Marseilles, February, 11th 2020 — The idea for the VirtualExpo Group came from a simple observation: companies and buyers lacked the tools they needed when searching for industrial information, equipment and parts. In the year 2000, Corentin Thiercelin launched DirectIndustry, a specialized sourcing tool for the industrial sector.

Given the success of this tool, the concept was progressively applied to five other fields: the boating and maritime industry with NauticExpo; architecture and design with ArchiExpo; medical equipment with MedicalExpo; aeronautics with AeroExpo and agriculture with AgriExpo.

The VirtualExpo Group's keys to Success

For 20 years, VirtualExpo has been successfully supporting the online B2B development strategy of its 38,000 exhibitors. Some of the major brands that have placed their trust in the company include Bonfiglioli, Stäubli, Webasto, John Deere, VELUX France, Planika, Arjo and A-Dec.

Today the VirtualExpo Group remains loyal to its 5 founding principles:

- A wide range of international exhibitors in one place.
- Constant rigor when it comes to the relevance of the keywords giving the group optimal SEO and its exhibitors guaranteed visibility.
- Exhaustive content through constant website updates.
- A relevant search engine, thanks to thorough product knowledge and a powerful algorithm.
- Priority given to innovation and new products.

Innovation: the spearhead of the VirtualExpo Group

In 2014, the i-NOVO Awards saw the light of day. For 4 consecutive years, the most innovative products in terms of technology, ecology and design were selected and rewarded. The group continues to attribute "i-NOVO selection" labels to innovative products.

The Marseille-based company also publishes 3 news sites for DirectIndustry, ArchiExpo and MedicalExpo. The articles on these sites present inspiring projects, new products and state-of-the-art advances in technology.

On the way to a B2B marketplace

On the occasion of its 20th anniversary, the VirtualExpo Group is writing a new page in its history. The leader in online exhibitions is moving towards B2B marketplaces.

By July 2020, all buyers will not only be able to source but also to buy online.

ABOUT VIRTUALEXP

VirtualExpo Group is the headquarters of six successful websites in six different industries: [DirectIndustry](#) for industry, [NauticExpo](#) for boating and the maritime industry,, [ArchiExpo](#) or architecture and design, [MedicalExpo](#) for medical devices, [AeroExpo](#) for aeronautics, and [AgriExpo](#) for agriculture. Its mission: to connect suppliers and buyers from all around the world for the success of their professional projects. The websites have over a million products and receive 100 million visitors every year.

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