



## THE VIRTUALEXPO GROUP LAUNCHES TWO NEW PORTALS

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This past October 12, the VirtualExpo Group successfully launched its two new portals.

### Why two new portals?

VirtualExpo already operates 4 specialized web sites: [directindustry.com](http://directindustry.com), [nauticexpo.com](http://nauticexpo.com), [archiexpo.com](http://archiexpo.com), [medicalexpocom](http://medicalexpocom). For the past 17 years, it has positioned itself as the sourcing tool professionals. The Group's portals have an international audience of more than 7 million B2B visitors each month and display over a million and a half products specific to the 4 sectors. Building on its expertise, the Group is undertaking new adventures with the launch of two new verticals: [AgriExpo](http://AgriExpo) and [AeroExpo](http://AeroExpo).

### Orientation of the two new sites

The launch version of [AgriExpo](http://AgriExpo) targets agricultural professionals in areas of farm machinery, small farm equipment, irrigation, animal husbandry and farm management, among others. The site is already home to 600 manufacturers, 15,000 products and 1800 catalogues. The site will quickly grow to include new categories and numerous additional products. Aircraft, components, security and protective equipment, logistics, ground support, simulation software, equipment for pilots and more are just some of the specialties covered by [AeroExpo](http://AeroExpo), which has positioned itself as the new leader in online product sourcing.

At launch, the site already presents nearly 600 key sector players, 8000 products and 1600 catalogues.

### ABOUT VIRTUALEXPO GROUP

VirtualExpo is a world leader in the online B2B lead generation market. We give businesses of all sizes access to a million and a half specific products on a single platform.

Our wide range of product information—constantly updated and highlighting new products and innovations—meets business needs thanks to our powerful search tools.

Each month, the VirtualExpo Group portals attract millions of potential buyers and businesses thanks to SEO and targeted marketing actions. Each site is displayed in 9 languages.

[DirectIndustry](http://DirectIndustry) - Launched in 2000. Target: industrial professionals and engineers.

[NauticExpo](http://NauticExpo) - Launched in 2003. Target: boating and maritime sector professionals.

[ArchiExpo](http://ArchiExpo) - Launched in 2007. Target: architecture and design professionals.

[MedicalExpo](http://MedicalExpo) - Launched in 2012. Target: medical equipment professionals.

Each portal rapidly became a primary online resource for sector professionals on an international scale. Visitors can source and bookmark products, catch up on sector trends and contact manufacturers directly. Above all, VirtualExpo is a team of experts who are passionate about innovation. Each year, our i-NOVO Awards seek to turn our expertise into a hallmark of innovation and a useful tool for professionals ([inovo.directindustry.com](http://inovo.directindustry.com), [inovo.nauticexpo.com](http://inovo.nauticexpo.com), [inovo.archiexpo.com](http://inovo.archiexpo.com), [inovo.medicalexpocom](http://inovo.medicalexpocom)).

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