

Beat: Business

## UBM Buys Business Journals Inc, US Fashion Show Portfolio

**fashion trade shows New York & Las Vegas**

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**USPA NEWS** - UBM Plc announced on April 22, the acquisition of Business Journals Inc (BJI), a producer of fashion trade shows in New York and Las Vegas, for \$69m in cash. BJI serves the men's apparel and women's apparel and accessories markets under the following leading tradeshow brands:...

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BJI is highly complementary to UBM's existing fashion tradeshow portfolio. The combination of BJI and UBM will provide an improved experience for both attendees and exhibitors and generate material synergies in areas such as event operations, property and cross-marketing opportunities.

BJI is expected to make a modest post tax contribution this year. In 2017, with a full year of contribution and strong operational and financial synergies, the acquisition will achieve a return on investment in excess of UBM's weighted average cost of capital.

Source : UBM

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