



Major trade exhibition moves to Exeter

The largest commercial exhibition in the South West will be moving to Westpoint Exeter in January 2010.

For more than 44 years, the **Torquay Fair** has provided gift industry buyers with the opportunity to meet and trade with some of the UK's most successful gift manufacturers and companies. However, increasingly unpredictable coastal weather conditions and limited transport links have influenced the decision to relocate the event to a purpose built exhibition centre, close to the M5 motorway and Exeter Airport.

As part of the move, the show will be given a new identity under the title of **Giving & Living**. With more than 500 exhibitors and 6000 buyers already attending each year, Giving & Living will generate a **£2.5million** investment into the Exeter economy and surrounding areas through increased demand for accommodation, restaurants, cafes and local services.

Jane Pyatt, Director of Hale Events, said *'We are extremely excited about moving to Westpoint and the opportunities this will create. The Exhibition is a true window into the South West's thriving gift industry so Westpoint's enhanced transport links will enable even more buyers from across the UK to make the most of the region's extensive and unique lifestyle gift offerings.'*

Cllr Stella Brock, lead councillor for economy and tourism, Exeter City Council said, *'I am pleased that this excellent event is remaining in the region as it could well have been lost to Brighton or Bournemouth. It will be of great value to local businesses and we look forward to working with the organisers to make it a great success for all involved.'*

As the UK gift industry's first major show of the year, **Giving & Living** will be an opportunity for buyers to gauge new trends and view a dynamic collection of unique, inspirational lifestyle gifts, helping them gain a real advantage over competitors in the coming year. Its timing also enables companies to place last minute orders for Valentine's Day, Mother's Day and Easter and plan ahead for all other gift occasions during the year.

Derek Phillips, Chair of the Exeter & Essential Devon Tourism Partnership said, *'It's great news for this area. This is a major investment in a challenging economic climate and good news for everyone, in particular hotels, guesthouses, b&bs, retail and eating out. We look forward to giving Hale Events a true Exeter welcome and our total support in developing and enhancing the Giving & Living experience during this prestigious event.'*

Giving & Living will join a selection of influential South West exhibitions already established at Westpoint. **Mervyn Hosking, chief executive Westpoint** said, *'We're very pleased to be welcoming Giving & Living. The move to a purpose built exhibition centre right beside the motorway and airport shows how well located we are to major transport links, which are crucial to attracting buyers to this highly respected business event.'*

The 2009 Torquay Fair, incorporating Naturally Giving & Living, will continue in its present format with business as usual at the Riviera International Conference Centre from 11th -14th January.

Ends

Notes to editors

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Hale Events

Somerset based Hale Events organise a number of specialist trade exhibitions including the Torquay Fair, the Taste of the West Trade Show, Select Bath and Select St Mellion. Visit www.hale-events.com

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