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## **PRESS RELEASE**

For immediate release



### **Celebrating 20 years of success in the trade events industry**

Hale Events, organisers of the annual Giving & Living Exeter trade show and The SOURCE and Taste of the West trade shows, celebrated their 20<sup>th</sup> anniversary this July. Company founder, Jane Pyatt, thinks the secret of the company's success is the fact that they have always sought to build very close and supportive relationships. "Some exhibitors have been with us for the full 20 years, which is wonderful. We've also been able to help a number of "fledglings" grow and prosper – we've given opportunities to very small contractors just starting out, taken on staff and given them the mentoring to develop their careers, and seen exhibitors who've started out with the tiniest stand grow into huge multi-million pound importers with strong ethical principles. I'm very proud of our own success, but even more pleased that we've done this by making a lot of others successful in the process."

Co-director Mike Anderson comments that "whilst we're delighted to have reached this milestone we're very aware of the changes going on. New technology is making it easier for buyers to select products online, so trade shows need to become more experiential. There's also a move towards more ethical and responsible product sourcing, which in turn is favouring the smaller producers, and creates more niche markets with a regional emphasis. We're very aware of how these factors are influencing buyer behaviour and are constantly looking for new and better ways to help our clients succeed in this changing environment."

All 7 members of the Hale team enjoyed a celebratory lunch at Hartley's, on top of the Mendips. "Our business is all about helping local businesses promote themselves" explained Jane, "so it seemed appropriate to pick an eatery which has such a great selection of produce from the surrounding farms."



ENDS

**Notes to the Editor:**

- For further information call Cait Daniels at Hale Events on 01934 733433 or email her at [cait@hale-events.com](mailto:cait@hale-events.com)
- Giving & Living is a trade only show in the South West that meets the needs of Gift & Home, and Coast & Tourism companies. Takes place at Westpoint near Exeter 15 - 18 January 2012. [www.givingliving.co.uk](http://www.givingliving.co.uk)
- The SOURCE and Taste of the West Food & Drink show provides inspiration for buyers at Westpoint near Exeter 23 - 24 April 2012. [www.sourcefoodanddrink.co.uk](http://www.sourcefoodanddrink.co.uk)