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**Press Releases**

Reed Expositions France and Reed MIDEM join forces as RX France

By RX  
[Events](#)



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## PRESS RELEASE

### REED EXPOSITIONS FRANCE AND REED MIDEM JOIN FORCES AS RX FRANCE

**Paris, June 16, 2021** – Reed Expositions France and Reed MIDEM, French subsidiaries of RX (previously known as Reed Exhibitions), today announce that they have merged. The company is now named RX France and its French and international events will be organised under the “RX” brand.

Within RX France, the combined teams will manage a portfolio of leading, French and international events covering 20 industry sectors. Among the iconic and must attend international events within RX France are MIPIM, MAPIC, MIPCOM and MIPTV...developed by Reed MIDEM and Batimat, Pollutec, EquipHotel, FIAC and Paris Photo...developed by Reed Expositions France. Maison&Objet is organised by SAFI, a subsidiary of RX France.\*\*

Michel Filzi, Chief Executive of Reed Expositions France since 2014 and CEO of Reed MIDEM since October 2020, heads up RX France.

*“Uniting our two companies, Reed Expositions France and Reed MIDEM, brings together a portfolio of outstanding brands, leaders in their respective sectors and markets, as well as merging the experience and professionalism of our teams,” says Michel Filzi. “This is a real opportunity for us to support our clients in their strategic development by organising events that are more and more innovative, inclusive and invigorating. Our objective is to help our clients build their businesses by offering solutions that are physical, digital and hybrid,” adds Michel Filzi.*

\*\*SAFI is a subsidiary of RX France and Ateliers d’Art de France.

## PRESS CONTACT

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**About RX France:** RX France manages a portfolio of world-class, French and international face-to-face, virtual and hybrid events covering 20 industry sectors including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, FIAC, Paris Photo... and many more. RX France’s events take place in France, China, India, Italy, Mexico, Russia and the United States.

*We serve our clients as we accompany their strategic business development and roll out the best of physical and digital events.*

*RX France is part of RX (previously Reed Exhibitions). [www.rxglobal.com](http://www.rxglobal.com)*

**About RX Global:** RX is in the business of building businesses for individuals, communities and

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*organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors.*

*RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people.*

*RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. [www.rxglobal.com](http://www.rxglobal.com)*