

INTERNET RETAILING AND ETAILING INDIA ANNOUNCE GLOBAL KNOWLEDGE PARTNERSHIP

World leading event organisers partner to offer UK and Indian companies access to global ecommerce industry

London, 07th January 2015 - With new figures showing ecommerce sales in India are estimated to reach \$7.69 billion in 2015, world leading event organisers Internet Retailing Magazine and Events UK and eTailing India has today announced a collaboration that will mutually benefit both attendees and exhibitors, whilst opening the doors to an even larger international audience for both events.

As part of the agreement, eTailing India and Internet Retailing will mutually promote each other's events, whilst providing on-site support for visitors and provide support for delegations visiting both shows.

The eTailing India Pavillion at the IRX will showcase the latest multichannel innovations from the region's leading companies.

Speaking about the partnership, Mark Pigou, Founder of Internet Retailing Magazine & Events UK, said: **"This very exciting collaboration for Internet Retailing and fits perfectly with our media growth plans to reach around the globe through new international partnerships.**

"We look forward to working with eTailing India to expand the ecommerce conversation to the vibrant and growing e-commerce market in India. With our combined network of events, research and media channels, Internet Retailing and eTailing India can deliver more resources, strategies and solutions businesses need to succeed, no matter their size, industry or geography."

For more information on the opportunities available, please contact Mark Pigou at mark@internetretailing.net and Ashish Jhalani at ashish@etailingindia.com