

iTEN Media & Karlsruher Messe- und Kongress-GmbH (KMK) Announce Strategic Alliance for India

New Delhi, July 24, 2009: [iTEN Media Pvt Ltd](#), a recently launched diversified media group of former Reed executives today announced that it has signed an agreement with [Karlsruher Messe- und Kongress-GmbH](#) (KMK) to serve as their official representatives for North & East India.

To begin with iTEN would represent a portfolio of four leading trade shows organised by KMK, these include [LEARNTEC](#), [WTT-Expo](#), [IT-Trans](#) and [RESALE](#).

According to iTEN Media, the strategic alliance is a corroboration of its expertise to market leading international forums in India, iTEN's knowledge of the rapidly growing industrial markets in India and its ability to differentiate and market KMK's offerings to Indian Companies.

"iTEN Media is delighted to start a relationship with KMK and we are looking forward to showing Indian companies how KMK's industry leading forums can help them reach out to new customers whilst providing access to the latest in equipment, technology & resources," said iTEN CEO Abhishek Bhatnagar.

"KMK's established international portfolio will allow our customers to easily connect with a large, niche trade audience in a dynamic and engaging environment". We look forward to expanding our partnership with KMK & provide a full menu of services for KMK's portfolio in India in the future".

Note for Editors:

iTEN Media Pvt Ltd:

iTEN Media is India's leading provider of business information products & services across multiple & integrated media platforms. Backed by industry research & expertise, exceptional networking with governments, trade and allied agencies, iTEN services its customers through its distinctive range of high quality trade information services & marketing opportunities, delivering value-added business and networking opportunities for its customers.

Karlsruher Messe- und Kongress-GmbH (KMK):

KMK – Karlsruher Messe- und Kongress-GmbH is an experienced partner for trade fairs, conferences and conventions, events, service, and tourism. With over 170 employees and approximately 600 events per year, KMK offers the very best one-stop service for event organisers, exhibitors, and visitors: from hall reservation, event consultation, and hotel and travel bookings to supporting programmes.

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