



Press release - December 2024

A NEW DIRECTOR FOR THE INTERNATIONAL & CAPITAL EVENT FOR QUALITY CHEESE AND DAIRY PRODUCTS

Fernando Medina Zenoff has been appointed Director of the Cheese and Dairy Products Show, the trade show held every 2 years in Paris.

Fernando Medina Zenoff, who has extensive experience of event management at Comexposium, is taking over the management of the Cheese and Dairy Products Show, reporting to Nicolas Trentesaux, Managing Director of the Food Division. He succeeds Chantal de Lamotte, who has been appointed Director of All4Pack Emballage Paris and Solutrans. With the support of a dynamic team, Fernando Medina Zenoff will be applying his visionary vision and expertise in the food sector to the development and international reputation of this trade show, which has been a key meeting place for producers and distributors of high-quality dairy products for over 30 years.



ABOUT FERNANDO MEDINA ZENOFF

A Franco-Argentine national, he joined Comexposium in 2015 as Market Manager for SIAL. Building up his years of experience within the brand, he was then appointed International Sales Director for the SIAL Network. In this position, which he will hold from 2019 to 2023, he is responsible for the entire network.

In July 2023, Fernando Medina Zenoff was appointed Director of Events for the SIAL Network. His responsibilities include the strategic development of SIAL Canada, SIAL America, SIAL Interfood Indonesia and SIAL India, in coordination with the respective local directors. He was also in charge of new development projects to ensure the growth of the network.

THE CHEESY INTERVIEW WITH FERNANDO MEDINA ZENOFF

- **Your favourite cheese?** Reblochon
- **Hard or soft cheese?** Soft cheese
- **What Argentinian cheese or dairy speciality would you like us to discover?** Grilled Provolone. It speaks of the history of Argentina. It was originally an Italian cheese brought over in the suitcases of immigrants, which evolved into a typically Argentinian dish, barbecued with oregano - a real elixir!
- **What made you want to run this show?** A love of products!
- **What would you say was a good time?** A Sunday lunchtime barbecue with family and friends



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About Comexposium - www.comexposium.com

The Comexposium Group is a world leader in the organisation of events and the animation of communities around their business and their passions. Comexposium organises over 150 events for professionals and the general public, covering more than 10 sectors of activity (agriculture/food, retail/digital, fashion/accessories, leisure, etc.). The group brings together 48,000 exhibitors and 3.5 million visitors, 365 days a year. Through its events (SIAL, All4Pack, Paris Retail Week, One to One E-Commerce, Foire de Paris, Rétromobile, etc.), Comexposium enables its communities to stay connected all year round via effective and targeted omnichannel levers.