



Cherif Moujabber

Creative Expos and Conferences' founder, Cherif Moujabber, joined the trade show business of Horizon House by organizing communications equipment shows in the USA, Brazil and Egypt for 5 years.

In 1981, Cherif joined Cahners Expo Group where he was successively posted in Boston, Los Angeles, Stamford, CT, Washington, D.C., and finally Singapore as Vice President for the Asia-Pacific region. During his nearly ten years at CEG he managed and launched several shows serving diverse industries such as aerospace, health care, communications, electronics and information technology.

In 1989, Cherif joined International Data Group, as President and CEO of its World Expo Corporation (WEC) subsidiary. During his 4 years which included 2 years in Paris, France, WEC grew from 4 shows in 2 countries to 46 shows in 18 countries. These included the Comnet, MacWorld international, Sunworld and Objectworld family of shows. In Japan, Cherif launched the first MacWorld and WindowsWorld Expos. World Expo doubled its revenue and grew its profits substantially during this period.

In 1993, Cherif founded Creative Expos and Conferences. CEC has organized its own events in the US and abroad. Today CEC advises in the launch of shows outside their national base. CEC helps its clients recruit more foreign exhibitors and visitors by establishing an International Sales and Marketing Network (ISMN). CEC recruits tradeshow executives all over the world on behalf of its clients.

CEC boasts a very select list of customers (past and present) including HP, Novell, World Trade Center, Atlanta Mart Center, VNU (now Emerald Exhibitions), Groupe Bull HN, Fuji Sankei, SMG, The Washington Post, SUPERCOMM, National Cable TV Association, Interex/ HP World, MESAGO GmbH, International Communications Industry Association/ Infocomm, National Confectioners Association, Specialty Food Association/ Fancy Food shows, The World AG Expo, Toy Industry Association, The Society of the Plastics Industry, BD Metrics, The International Council of Shopping Centres/RECon American Meat Institute/International Dairy Foods Association/ Worldwide Food Expo, SEMI/ Solarcon, Advanstar, ASIS, APCO, Irrigation Association to name a few.

Cherif was a member of the Board of Directors of the Society of Independent Show Organizers (SISO) and the chairman of its International Committee.

Cherif served as Chairman of the IAEE (International Association of Exhibit and Events) International committee in 2012, 2015 and 2016

Cherif is frequently quoted in the specialized press including Tradeshow Executive, Expo Magazine and has been the focus of several articles and featured on the cover of the TSE January 2015 issue. (<http://tradeshowexecutive.epubxp.com/i/442031>)

Cherif is a recipient of several tradeshow industry awards of distinction including the first ever prestigious IAEE International Excellence Award in 2014.

Cherif is a frequent speaker in the tradeshow forums domestically and internationally.