

New GM for Fiera Milano Exhibitions Africa

Global exhibitions company, Fiera Milano has appointed Heidi Warricker as General Manager of Fiera Milano Exhibitions Africa (Pty) Ltd. In addition to taking the reins for the company's South African products, including the Good Food & Wine Show, Food Hospitality World Africa and the Cape Town Art Fair, Heidi will also be spearheading the company's expansion into the African market.

A Rhodes journalism graduate, Heidi joined the exhibition industry in 1996. Heidi has always placed emphasis on producing events of exceptional quality and innovation while delivering optimal business results for exhibitors and powerful marketing results for participants as well as engaging and rewarding experiences for visitors. Among many others, Heidi conceived and executed award-winning exhibitions including Africa's leading boat, dive and leisure show, The National Boat Show (featuring Dive Expo).

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