

Bijorhca Paris appoints Aude Leperre as Director

02/09/2016



Aude Leperre nouvelle directrice du

salon Bijorhca Paris

Reed Expositions France, the trade show and exhibition organiser is reorganising the Management team for several of its events, among them is the fashion and fine jewellery trade show Bijorhca Paris, which has appointed Aude Leperre as Director, replacing Richard Martin and Sylvie Gaudy.

Aude Leperre is 36 years old and joined Reed Expositions France ten years ago. After gaining commercial experience with the IFTM/Top Resa trade show she transferred to the EquipHotel event, becoming Marketing and Communications Director in 2012. Subsequently she added the other Hotel and Catering Division events to her portfolio, namely Sandwich & Snack Show, Parizza and Vending Paris. As Director of the Bijorhca events, Aude Leperre will work under Corinne Menegaux, the General Manager of the extended Hotel,

Catering, Retail, Communications, Health and Fitness, and Culture Division

After 32 years being involved with the Bijorcha Paris event, as Deputy Creative Director for several years, then Creative Director, Richard Martin will move to become Director of the Body Fitness trade show. This September's edition of the Bijorhca event will be his last working alongside Sylvie Gaudy, the Division's Director. She has spent the last 15 years on the Management Team of the Bijorhca Paris event, and will now concentrate on franchising activities and the new events she will be responsible for, namely Sandwich & Snack Show, Parizza, Vending Paris.

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