



Press Release

Clarion Events and UK Black Business Show Announce Partnership to Accelerate Black Representation in Events

London, 29th July 2021 -- In a milestone moment for the UK events industry, Clarion Events and the **UK Black Business Show** (UKBBS) have announced a strategic partnership. Founded by Raphael Sofoluke, the UK Black Business Show is the largest event in Europe dedicated to Black business empowerment.

Clarion will be supporting UKBBS as an incubator brand, supporting and working with the organisation to accelerate its mission to drive actionable change for the Black business community.

Part of this expansion will include the launch of **UK Black Business Week**, the first dedicated week in the UK and Europe for Black entrepreneurs, professionals and allies of the Black community.

Clarion's support will also enable UKBBS to build a team of talented event professionals, including former Clarion Portfolio Director, Michael Adeniya who has joined UKBBS as Chief Operating Officer.

UKBBS Founder and CEO, Raphael Sofoluke said:

“Starting the UK Black Business Show in 2017 has been an incredible journey. My desire to inspire and connect Black business owners and professionals was born out of the lack of opportunities I had in my early career. Creating something which makes it easier for those following me has always been the goal. Now the biggest event of its kind in the UK & Europe and leading the way for connecting Black entrepreneurs, professionals and allies of the Black community, it is now the right time to partner with Clarion Events, one of the biggest and most exciting event organisations in the world and ardent advocates of entrepreneurialism. This year

developing on from the success of the UK Black Business Show we will be launching the UK Black Business Week”

Lisa Hannant, Clarion Events Group MD said:

“Clarion is delighted to be associated with this wonderful story of entrepreneurship and to be able to support Raphael and his team on their mission to empower the Black business community. Clarion understands that creating opportunities for diversity within business and the workplace is more important today than ever before and believes what Raphael has created in such a short space of time is truly impressive. UKBBS is now established as the ‘go-to’ event for the Black business community in the UK and its impact and profile is driving significant awareness and change. We are incredibly proud to be working together and look forward to seeing the positive impact that the show has. “

The event will be taking place during Black History Month from 25th – 30th October at the QEII Centre, Westminster. It will be a great opportunity for Black talent to enjoy inspiring content and find career opportunities, whilst allies can show their support to the Black community.

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