

# Browne Jacobson advises ROAR B2B on Environment Media Group acquisition

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The acquisition will enable ROAR B2B to enhance its current environmental portfolio to include industry leading events such as Letsrecycle Live. EMG's current Managing Director Rob Mowat will head up the Environment portfolio at ROAR B2B.

With offices in London and Bristol, Roar B2B was established in 2019 and operates a number of high profile trade exhibitions in the environmental, health & social care, and business technology sectors. Its market-leading events include Recycling and Waste Management, Naidex, B2B Marketing Expo and Call & Contact Centre Expo.

Established in 2000, EMG is the UK's leading organiser of events and producer of digital content through platforms such as letsrecycle.com and industry – specific publications focused on tackling climate change.

**Duncan Kirk**, CEO of ROAR B2B said: *"This acquisition represents a very exciting move for our business. We very much look forward to working with EMG, to integrate our existing offering and expand our capabilities going forward. Having admired and closely followed their progress, we are delighted to now have the opportunity to work with Rob and his team. Their knowledge and experience in the sector will be invaluable in realising our shared vision for the development and long-term growth of the business."*

The Browne Jacobson team was led by Nottingham corporate finance partner [Mark Hughes](#), alongside [Sian Harrison](#) (corporate finance), [John Swani](#) and [Beth Nixon](#) (banking) and [Christian Burchardt](#) (tax).

**Mark Hughes** added: *"We are delighted to have acted on this important acquisition. EMG is a perfect fit within Roar B2B's already impressive environmental division, establishing it as the UK's leading media group operating in the UK's environment and waste management sector."*

## Contact

Kara Shadbolt

Senior PR & Communication Manager

[kara.shadbolt@brownejacobson.com](mailto:kara.shadbolt@brownejacobson.com)

+44 (0)330 045 1111

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