

Business Daily Group Re-Enters Rail Sector with Acquisition of Rail Industry Connect

4 months ago



"This isn't just acquisition news – it's the announcement of the rail industry's new growth engine."

Business Daily Group today announced the acquisition of Rail Industry Connect, the fast-growing work-winning and media platform for the rail sector, for an undisclosed sum.

The move marks Business Daily Group's return to rail, a market in which it previously built one of the most successful brands the industry has seen in the past 50 years. The Group believes that Rail Industry Connect delivers exactly what the rail industry wants and needs today and represents a platform that is bigger, better and more impactful than anything the sector has previously experienced.

Launched in November 2024 by Dan Clark, who was instrumental in the growth of Business Daily Group's Rail Business Daily platform, Rail Industry Connect has already achieved an estimated valuation in excess of seven figures. Its model is purpose-built to help organisations across the sector grow through PQQ and tender support, profile enhancement via marketing, industry insights and multi-channel media.

The platform has a database of more than 500,000 industry professionals, giving SMEs unrivalled access to decision-makers and major organisations. As a multi-media channel, Rail Industry Connect has seven times more contacts than its nearest competitor in the sector with the ability to segment contacts on behalf of customers from a profiling and work winning perspective. It is phenomenally powerful and a massive benefit to SMEs in the industry.

This marks Paul Meersman's first acquisition since taking on the role of Group CEO, signalling the start of

an ambitious growth drive. Under his leadership, Business Daily Group is expanding rapidly into new sectors, with Rail Industry Connect the first of several planned additions to its portfolio.

Paul Meersman Business Daily Group CEO said: "Rail Industry Connect is not just an impressive business, it is a platform with the potential to transform how the rail sector communicates, connects and grows. In under a year, Dan Clark has created something that is already market-leading, with phenomenally strong engagement rates, and we are excited to take it further. This acquisition is about more than re-entering the rail industry, it is about reimagining what's possible.

"We intend to invest heavily in Rail Industry Connect to ensure it delivers even more value, reach and measurable outcomes for the organisations and people who rely on it. From SMEs seeking visibility to the largest players looking to accelerate growth and influence, we will provide the tools, including cutting-edge AI that will enable the entire industry to prosper.

"Business Daily Group has a heritage of creating powerful platforms that others aspire to emulate. Rail Industry Connect will now become the go-to place for positioning, profile enhancement, industry news, leading insights and business growth – bigger and better than anything the sector has seen before. We are back in rail, and we are here to raise the bar."

Dan Clark Rail Industry Connect Founder said: "I'm incredibly proud of what my team has built with Rail Industry Connect in less than a year. The response from the industry has been phenomenal, and the level of engagement proves the demand for a platform that not only shares news but actively helps companies win work and grow. Joining forces with Business Daily Group gives us the scale and expertise to deliver even more value for our partners. I couldn't be more excited about the journey ahead and the impact we will make together for the rail sector."

David McLoughlin, Chairman of Business Daily Group, said: "The acquisition of Rail Industry Connect marks more than a strategic return to a familiar sector. It represents our evolution from being a media provider to becoming a genuine growth engine. BDG has always helped businesses grow and prosper; now, we're doubling down by delivering outcomes – meetings, pipelines, tenders won – not just visibility. Under this partnership, rail organisations of all sizes will gain access, connection and measurable results. We're confident this platform, combined with our AI-enhanced tools and audience-first model, will redefine how growth happens in the industry."

Rail Industry Connect joins a growing portfolio of Business Daily Group platforms, including Rail Recruiter, FM Business Daily, FM Director and FM Recruiter. Together, these platforms provide business growth and support services across multiple sectors. And the team plans to add more sector verticals over the next three years.

Business Daily Group expects Rail Industry Connect to double in scale within 12 months, underpinned by significant ongoing investment and a clear commitment to driving industry-wide growth and innovation.