PRESS RELEASE

Integration of Macropak into Empack - the right decision for the packaging market in the Netherlands

Oosterhout, 13/04/2015

The organisers Easyfairs and Jaarbeurs Utrecht have reached an agreement for the Dutch tradeshows within the packaging sector. In the past Macropak, as part of the Industrial Week, took place in the even years (also planned for 2016). The Jaarbeurs Utrecht has decided to integrate Macropak in Empack, which ensures a single choice i.e. one annual tradeshow for the packaging sector: Empack. Empack will move in the even years (from 2016 onwards) to Utrecht, in the odd years (2017) Empack remains in Den Bosch. As usual Empack will take place in spring.

By combining the strenghts of the two exhibitions to one technical tradeshow, the packaging industry will have one annual meetingplace. Utrecht used to be for most of the exhibitors the show where the big machines were shown. To make sure that this will remain the case the choice has been made to increase the show to 3 days with having a longer build up time.

New date Empack Utrecht 2016

Empack Utrecht will take place on April 12, 13 and 14 2016 in Hall 1 & 2 of the Jaarbeurs Utrecht. With the Machevo & Bulk Association, which was collocated every two years with Macropak, discussion is ongoing about the possibility to change also the tradeshow Industrial Processing to spring instead of autumn. This will ensure the strong combination between Process and Packaging and will give the visitors from the food industry a complete overview of all developments and innovations.

Cornelien Baijens, Managing Director Easyfairs Nederland, is very pleased about this integration. “The integration of Macropak into Empack will strengthen the position of Easyfairs as a market leader in the packaging exhibitions in Europe. We are already a marketleader in various European countries and are now also a leader in the Netherlands. Gerard Leeuwenburgh, commercial director of Jaarbeurs Utrecht is also pleased with the co-operation. “The combination of leading packaging shows in the Netherlands is for all stakeholders in the sector a good development. The organization of this tradeshow will be in the good hands of Easyfairs and we feel that it is important that the market will keep their bi-annual meetingplace in Utrecht. Jaarbeurs will offer via her online platform www.verpakkingsprofs.nl active leads to those companies in the packaging industry, while the topic of packaging will also be present in the industrial and logistics brands of Jaarbeurs.

Empack the leading tradeshow for the Dutch packaging market.

Since 15 years Empack is the tradeshow for the packaging industry in the Netherlands. With more than 300 exhibitors from the Netherlands and abroad Den Bosch has been the annual meetingpoint of the packaging industry. The formula for success - a reasonable investment for a good ROI - will
Exhibitors in Utrecht will be able to take part in the exhibition with for an all-in price in a cost efficient way too.

Empack and Label&Print Utrecht take place on - colocated with Industrial Processing - on April 12, 13 and 14, 2016 in Jaarbeurs Utrecht. For 2017 Empack and Label&Print are scheduled for April 5 and 6 in the Brabanthallen Den Bosch.

Information about Artexis Easyfairs

Artexis Easyfairs enables professional and private communities to “visit the future” at must-attend events that anticipate their needs and present solutions in the ideal format.

Through Easyfairs, the Group currently organises 125 events in 16 countries (Austria, Belgium, Canada, Denmark, Emirates, Finland, Germany, The Netherlands, Norway, Portugal, Singapore, Russia, Spain, Sweden, Switzerland and the United Kingdom).

In the Benelux, this includes Antica, Art Brussels, Bakkersvak, Bis, Belgian Boat Show, Bois & Habitat, Bouw & Reno, Builty, Countryside, Empack, Energie & Habitat, Eurantica, Expo 60+, Green Expo, Healthcare, Horeca Expo, Hout & Habitat, Maintenance, Packaging Innovations, Pumps & Valves, Realty, Saveurs & Métiers, Secura, Soins & Santé, Solids, Transport & Logistics, Welding week ...

And through Artexis, it manages eight events venues in the Benelux and Nordic regions. In Benelux, these include: Flanders Expo, Antwerp Expo and Namur Expo; the Palais des Congrès (Namur); the Nekkerhal (Mechelen) and MICX - Mons International Congress Experience.

Artexis Easyfairs strives to be the most adaptable, agile and effective player in our industry by employing committed individuals, deploying the best marketing and technology tools, and developing strong brands. This year the Group employs more than 420 people and generates revenues over €100 million. Visit the future with Artexis Easyfairs.

For more information, visit our website www.easyfairs.com

Information on Jaarbeurs

For almost a 100 years Jaarbeurs puts the trade into motion. By connecting people and markets and organizing the right meetings. Physical or digital. 365 years per year. Our most important views? Giving meetings the right meaning and content and to give our customers a stage. To maximize success. Look for all opportunities on jaarbeurs.nl

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