

Artexis-easyFairs Benelux strengthens its B2B division: Christine Van den Berghe joins the team as Head of Events

Brussels, 25 August 2014: Artexis-easyFairs Benelux, the specialist in trade fair organisation and exhibition and congress centre management is pleased to announce the appointment of Christine Van den Berghe as Head of Events B2B.

Christine Van den Berghe studied communication sciences at Ghent University and started her professional career at **international advertising agency Saatchi & Saatchi**. She continued working in classical and digital media and was present at the birth of Flemish television channel VT4 at media holding **SBS**. Over the past 12 years she worked for Belgian media group **Corelio** where she grew the advertising department **Corelio Connect** into a multi-media digital player and integrated **L'avenir** into the group. During the last three years, she was CEO of **media sales agency Scripta**, a joint venture of **Corelio** (the newspapers *De Standaard*, *Het Nieuwsblad* and *L'avenir*), **Concentra** (the newspapers *Het Belang van Limburg* and *Gazet van Antwerpen*) and **IPM** (the newspapers *La Libre Belgique* and *La Dernière Heure*). As from August, Christine is **Head of Event Unit B2B** at Artexis-easyFairs Benelux.

"After 18 years of media, I've chosen a new, refreshing course in my career. The events industry has always captivated me and I've always followed Artexis very closely. So I'm very happy that I will be able to contribute to the group's further success. My experience and my network will definitely come in useful. As an international player, Artexis-easyFairs Group has lots of growing potential and the events sector in general still offers great perspectives in the digital world."

During the past year, Artexis-easyFairs Benelux **considerably expanded the number of specialist fairs** in its fair portfolio within the framework of its growth strategy *Visit the Future*. Recently there was also the **takeover of fairs Expo60+, Healthcare, Medcare.be and CMP** (Claude Michel Promotion), which made Artexis-easyFairs Benelux co-organiser of **specialist fair Dentex**. With the launch of **Soins & Santé** last April Artexis-easyFairs Benelux claimed a **strategic place in the care industry in all Belgian regions**.

The launch of **Builty, an exclusive innovation summit for the building industry**, which will take place in Tour & Taxis at the beginning of October, will also increase the need for separate management of the company's **fast-growing B2B division**.

As **Head of Event Unit B2B**, Christine Van den Berghe will be responsible for the following B2B fairs and events:

- **Building: Builty**
- **Real Estate: Realty**
- **Hospitality: Horeca Expo**
- **Healthcare: Soins & Santé, Dentex, Expo60+, Healthcare and Medcare.be**
- **Green: Green Expo**

On top of this, she will also have final responsibility for **antique fairs Antica and Eurantica** and for **Art Brussels**, the **prestigious fair for contemporary art with international appeal**. These three fairs will be led by Head of Art & Antiques Anne Vierstraete, who will develop the event business of Artexis-easyFairs Benelux further, in collaboration with Bob Christiaens, Cornélien Baijens and Muriël Hunin.

Christine Van den Berghe will be part of the Artexis-easyFairs Benelux management team and will report directly to CEO Dirk Van Roy.

ENDS

Your contact persons (not for publication)

For Artexis-easyFairs Benelux

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About Artexis-easyFairs Benelux

The mission of Artexis-easyFairs Benelux lies in the creation of “ultimate meeting & market places”. Artexis-easyFairs Benelux is an important organiser of various fairs for the general public, specialist fairs and events with strong brands, such as Art Brussels, bis, Belgian Boat Show, Bois & Habitat, Countryside, Energie & Habitat, Eurantica, Green Expo, Realty, etc. Specialist fairs with strong brands, such as Empack, Packaging Innovations, Solids, Pumps&Valves, Transport&Logistics organised by easyFairs are also part of its portfolio.

Artexis-easyFairs Benelux manages a network of exhibition and congress centres at six locations in Ghent (Flanders Expo), Antwerp (Antwerp Expo), Namur (Namur Expo and Namur Palais des Congrès), Mechelen (Nekkerhal) and Mons (MICX - Mons International Congress Experience). The centres also offer spaces for seminars, product shows, congresses, conferences, events, parties, shareholder and other meetings, and lots more.

Every year the company organises some 400 trade fairs and events attracting more than 15,000 exhibitors and welcoming 2 million visitors.

In 2013-14 the Artexis-easyFairs Group generated revenues of €94.4 million with more than 345 employees and activities in 15 countries.

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