

## Artexis-easyFairs appoints Global Brand Director, Packaging

*Paul MacDonald joins easyFairs*

**London and Brussels, 13 October 2014: international events organiser Artexis-easyFairs has appointed Paul MacDonald to lead the future development of its growing portfolio of exhibitions for packaging communities. MacDonald, formerly Portfolio Director at Centaur Exhibitions, brings more than 17 years of experience in B2B live marketing environments. He will start work for easyFairs as Global Brand Director, Packaging, on 13 October.**

“I am relishing the opportunity to learn from easyFairs’ national Managing Directors, Heads of Clusters and the Global Management Team and help them to take the company’s packaging shows to the next level,” said MacDonald. “This will involve forging strategic international partnerships and launching events in new markets. easyFairs is an organisation that is clearly going places. It is shaping the future of live marketing,” he added.

Matt Benyon, Managing Director, easyFairs UK & Global, said, “We are delighted that Paul has chosen to join us. He will be a significant addition to the senior management team, bringing a passion for innovation and creativity as well as practical know-how based on successful business development in the events industry”.

While at Centaur, MacDonald integrated several existing shows to create Marketing Week Live (MWL), establishing a market-leading position and delivering exceptional financial results based on visitor growth. At easyFairs he will be looking to deliver similar successes by increasing the number and seniority of participants at its packaging events.

“Paul demonstrated to us a clear understanding of the challenges facing key audiences and the ability to motivate decision-makers to attend events, for example through the effective development and implementation of content and networking programmes, and a clear communications strategy,” said Benyon.

Before joining Centaur in January 2010, MacDonald served for four years as Event Director at Fresh Montgomery, where he was responsible for a portfolio of events serving the food & drinks and food processing & packaging sectors. He has worked in live marketing and the media since leaving university in 1995, and brings with him an extensive network of contacts in the UK and abroad.

“I am looking forward to getting to know my new colleagues in all of the countries where Artexis-easyFairs does business,” said MacDonald. “The aim is to bring consistency to the packaging portfolio, share best practices and look for new opportunities, while respecting the cultural differences between the various markets.”

easyFairs has recently streamlined and rebranded its offer to packaging markets based on the three core brands, Packaging Innovations, Empack and Label&Print, plus Luxury Packaging. From 2004 the easyFairs portfolio has moved on to become Europe's fastest growing network of events for packaging communities, with 27 trade shows in 11 countries attracting 35,000 visitors and 2,500 exhibitors

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To request images, interviews, or for more information, please contact Matt Benyon on +44 (0)20 8843 8800 or email at [matt.benyon@easyfairs.com](mailto:matt.benyon@easyfairs.com)

### **Information about the Artexis-easyFairs Group**

The Artexis-easyFairs Group enables professional and private communities to “visit the future” at must-attend events that anticipate their needs and present solutions in the ideal format. The Group currently organises events in 15 countries (Austria, Belgium, Canada, Colombia, Denmark, Finland, Germany, The Netherlands, Norway, Poland, Singapore, Spain, Sweden, Switzerland and the United Kingdom) and manages eight events venues in the Benelux and Nordic regions (Ghent, Antwerp, Namur (two venues), Mechelen, Mons, Stockholm and Malmö). In 2012-13 the Group employed 330 people and generated revenues of €90.7 million.

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. Visit the future with Artexis-easyFairs.

For further information, please visit [www.easyFairs.com](http://www.easyFairs.com)