



Brussels and Bilbao, 27.06.2014

Artexis-easyFairs Group and Bilbao Exhibition Centre to launch industrial trade shows in northern Spain

The Bilbao Exhibition Centre (BEC) and the Artexis-easyFairs Group have agreed that BEC will manage a number of easyFairs trade shows in Bilbao, at the heart of the highly industrialised Basque region. The initial project will see the easyFairs show brands Maintenance and Pumps & Valves co-located alongside BEC's industrial products, technologies and services exhibitions in May 2015.

“Maintenance and Pumps & Valves will offer our visitors two additional highly relevant and specialised topics,” said Xabier Basañez, Director General, BEC. “With these and many other brands the Artexis-easyFairs Group has established an excellent track record in delivering industrial shows that meet the needs of professional communities.”

BEC currently organises a leading event comprising three brands covering industrial technologies and services: FERROFORMA (hardware, DIY and industrial supplies), SUBCONTRATACIÓN (manufacturing processes and equipment), and FITMAQ (bargain and used machinery). The last event attracted 24,000 visitors and the next is scheduled to take place from 26 to 29 May 2015. “Maintenance and Pumps & Valves make a perfect match for these exhibitions and will attract additional visitors,” said Basañez.

The co-located easyFairs trade shows will be marketed and managed by BEC Bilbao under a commercial joint venture, while retaining their current branding.

“We have successfully established the easyFairs brand in Spain with four highly successful shows in Madrid, and we are delighted to have signed this joint venture with BEC, which enables us to extend our presence and the easyFairs concept to northern Spain,” said Artexis-easyFairs Group Chief Executive Officer Eric Everard. “The Bilbao Exhibition Centre is a fabulous venue and we look forward to working with Xabier and his team on further projects.”

The Artexis-easyFairs Group currently runs Maintenance shows in the United Kingdom, Germany, Belgium, Sweden, Austria, Switzerland and Poland. Its Pumps & Valves shows take place in the major port terminals of Antwerp and Rotterdam.

A full press file and photographic material are available on request.

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Information about BEC

BILBAO EXHIBITION CENTRE is one of the most modern trade-show complexes in the world in terms of design and amenities. With an average of 160 events and 1 million visitors per year, its facilities are transformed day by day to suit the needs of its customers. With an exhibition area totalling 150,000 m² distributed across 6 halls, an 18,000 m² multi-level conference centre and the Bizkaia Arena multi-purpose entertainment venue, the centre is equipped with state-of-the-art communication systems and is flexible and versatile enough to host events of all types.

Bilbao Exhibition Centre is a trade show complex with deep roots in the Basque Country and in Spain as a whole, and with close connections to businesses. The organisers have a long history of commitment to the industry and stage a number of leading events in terms of international profile in various sectors, such as SUBCONTRATACIÓN manufacturing processes and equipment fair, FERROFORMA hardware fair and BIEMH machine-tool fair.

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.

