

Eric Everard: Live events are “real life social media”

Brussels, 31 January 2013: The easyFairs parent company, the Artexis Group, has released its activity report 2011-12. The report invites readers to look at social media from a fresh angle. Social media have become platforms for everyday personal and professional communication but, according to the Artexis Group’s CEO Eric Everard, “meeting face-to-face is still the most efficient way of networking. Live exhibitions and trade shows are ‘real life social media.’”



Eric Everard – CEO Artexis Group

Reviewing another year of double-digit growth for the Artexis Group, Everard sets out a vision for the future of live events. “We will only draw maximum benefit from social media if we understand not only what it can do for our business, but also what it can’t do.

“While social media enrich our events, they can never replace the proposition that goes to the very heart of our *métier*. Social media engage two of our senses. A live event engages all five,” Everard writes in his introduction to the report.

The Artexis Group reported revenues of € 80 million in the financial year that closed on 30 June 2012, up more than 12%. Artexis’ EBITDA has increased 40% to € 8.8 million.

“Good financial results are satisfying but for an ambitious, privately owned company, they are not an end in themselves. Rather, they enable us to invest further in our venues and trade fairs, pursuing our mission to deliver the ‘ultimate meeting & market places’,” Everard comments.

Eric Everard was recently named Belgium’s “Manager de l’Année” by *Trends-Tendances* magazine.

The full activity report, with an introductory video, is available on www.activityreport2011-2012.artexisgroup.com/.

Press information

Ref. Number: 2/2013

[Brussels, 31 January 2013]

Page 2 of 2

Information about easyFairs®

easyFairs makes it easy for professional communities to experience innovation and do business face-to-face and online. With headquarters in Brussels and an international network of offices, easyFairs runs shows in Austria, Belgium, Canada, Colombia, Denmark, Finland, Germany, The Netherlands, Norway, Poland, Singapore, Spain, Sweden, Switzerland and the United Kingdom.

For further information, please visit www.easyFairs.com

Contact

Ed Walker

Group Marketing

Direct: +49 6203 794 675

Switchboard: +32 (0)2 740 10 70

Fax: +32 (0)2 740 10 75

Email: ed.walker@easyFairs.com