

Brussels, 12.06.2013

## easyFairs® repositions, reorganises and rebrands

Trade show company announces new regional focus and show portfolios

**Brussels-based and internationally active trade show organiser easyFairs has announced a reinforcement of its market engagement with key professional communities and a renewed focus on its top show brands. To support these developments the company has reorganised into five key regions.**

CEO Jean-François Quentin said, “Over the past 12 months we have transformed easyFairs trade shows to enhance the visitor experience, with a focus on innovation, show content and breadth of sector coverage. For exhibitors we remain committed to delivering exhibitions that are time & cost-effective and which make participation as easy as possible.

“This transformation has been challenging but highly motivating for the professional communities we serve, as well as for our employees,” Quentin added.

The new positioning is expressed succinctly in the corporate strapline, **visit the future**, and is supported by a fresh new visual identity for its show brands.

“We want people to feel energised and inspired, not only when they visit an easyFairs trade show, but also when they engage with us online” Quentin said. In support of this objective, easyFairs has revamped its website [www.easyfairs.com](http://www.easyfairs.com) It has also launched online features that help bring together professional communities online while also enhancing the onsite experience.

“In 2011 we launched our Online365 offer, which gives exhibitors 365-days-a-year market exposure. This links to the easyFairs App, which enhances and enriches the visitor’s experience. With the autumn 2013 show season we are introducing some new easyFairs App with features. These include QR code scanning and the Meeting Scheduler.”

QR code scanning will make it convenient for visitors to collect information on the companies and products they see at easyFairs shows, while the Meeting Scheduler will make it easier for visitors to optimise their time onsite by timetabling meetings and events such as seminars.

“Both of these features will create additional sales opportunities for our exhibitors, adding to the value of participation at our shows,” Quentin said.

## Regional organisation

To support the transformation and accelerate the development of international show brands, easyFairs has streamlined its organisation around five regions:

- **Nordic** including Sweden, Norway, Denmark and Finland under the leadership of Peter Wanderydz
- **Benelux** including Belgium and the Netherlands under the leadership of Cornélien Baijens
- **DACH** including Germany, Switzerland and Austria under the leadership of Siegbert Hieber
- **UK & Ireland and Global** under the leadership of Matt Benyon
- **Spain** directly under Jean-François Quentin

Its partner companies in Poland and Colombia will continue to develop with the support of easyFairs Group management.

## Show series

easyFairs’ international approach to its core show brands is currently focused on three show series:

- **Empack** – The future of packaging technology
- **Packaging Innovations** – The future of branded and inspirational packaging
- **Solids** – The trade show for powder & bulk solids technologies

In addition, easyFairs has plans to further expand **StocExpo**, the series of trade shows for the tanks storage industry which it acquired at the end of 2011. These shows currently take place in Rotterdam/Antwerp, Singapore and Calgary.

“In all of these areas we already have a very strong international presence and we want to build on this with clear branding and a business development roadmap,” Quentin explained. “We will announce further developments on our show series in due course.”

## 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](http://www.easyFairs.com)

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