



# Join us on a journey into the future of events

What will your life and business look like in the future?

Our aim is to take you there.

With a perfect mix of information, education, entertainment and networking opportunities. We're constantly pushing the boundaries of what's possible, so we can inspire industries, create connections and deliver outstanding event experiences. All this while taking care of our people and the planet.



# About us

# Easyfairs at a glance

## We organise events



**110**

Market-leading event titles



**12**

Industries



**90%**

B2B events



**>1M**

Visitors per year



**23K**

Exhibitors per year



**12**

Countries

## We invest in talents



**820**

Talents



**37**

Nationalities



**20**

Offices



**11**

Countries with offices

## We operate venues



**8**

Venues



**3**

Countries



**215K**

Square meters



**500+**

Events hosted per year

## We constantly grow

### Evolution recurring revenues 2019 - 2024

2024

235 M€

2023

190 M€

2019

167 M€

### Evolution recurring EBITDA 2019 - 2024

2024

52 M€

2023

35 M€

2019

32 M€



# Our mission

## Visit the future

We serve communities, give them a vision of their future, foster connections and offer a life-changing experience.



# Our vision

We aim to be the foremost pan-European event organiser, with leading positions across key industry verticals.

Our network of venues will continue supporting our geographically top-tier positions in Belgium, the Netherlands and Sweden.

We strive to achieve this vision by being a frontrunner in sustainability, technology and talent management.

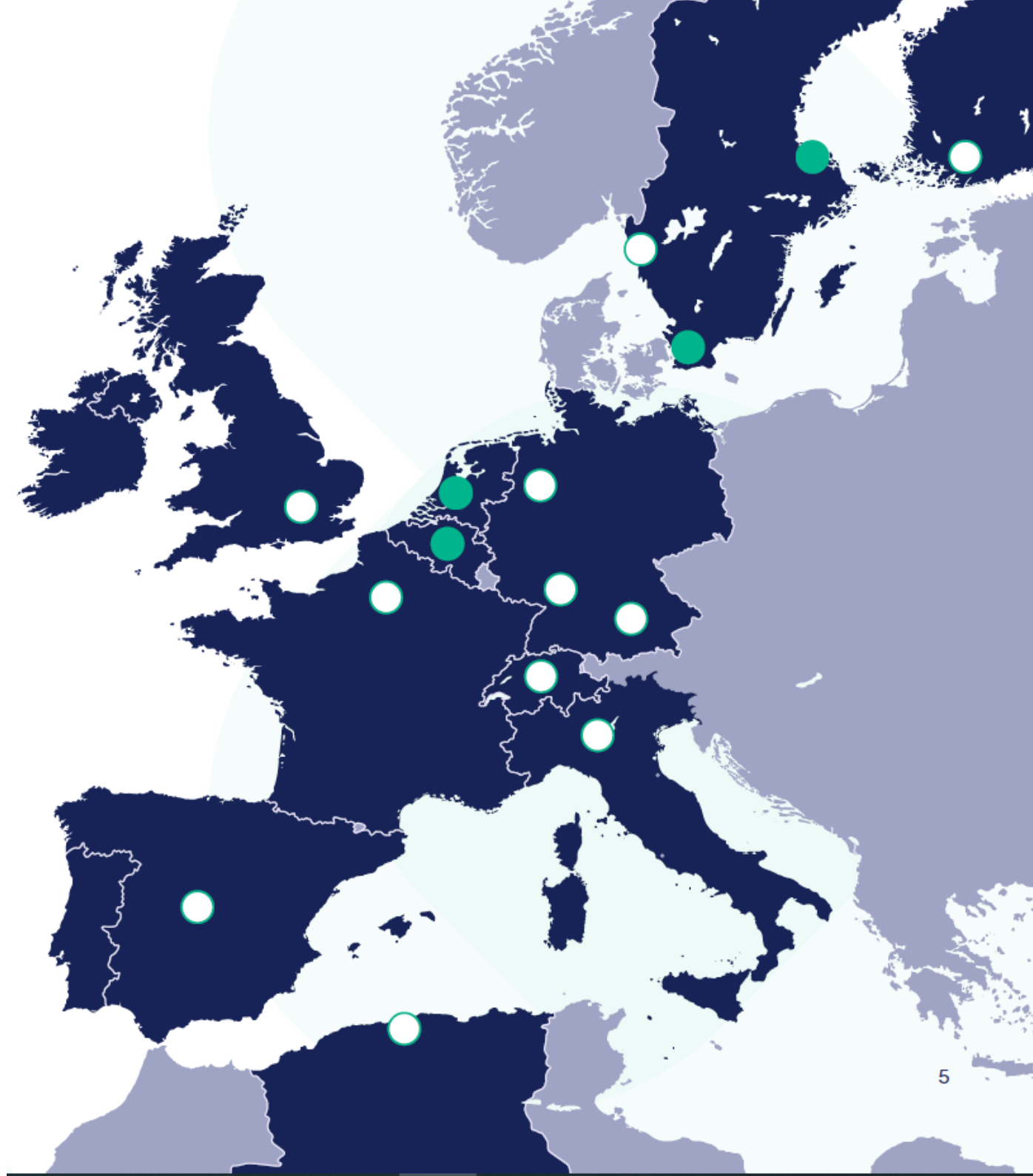
- OFFICE
- OFFICE & VENUE



The Netherlands



Belgium





# Our strategy

To achieve our mission and vision, we've created a six-point strategy, with “easify” as a central brand promise.

These six principles guide all of our work:

## Be a great place to work

We offer excellent onboarding, learning opportunities and clear career paths. Plus, an objective and gender-neutral rewarding as well as a safe and inclusive environment.

## Deliver a high-level customer experience

We deliver targeted, must-attend events with a highly customer-centric and innovation-led focus. Every event is shaped around our customers' needs, allowing us to offer relevant and valuable experiences.

## Enable customer success

We enable customer success thanks to our unique all-in and tech-enabled formula. A frictionless, cost-efficient and sustainable model for our exhibitors, offering high value for money, as well as measurable ROI and ROT (Return On Time).



## ... with easy as a central brand promise

We “easify” the life of our communities. We make experiences as easy, frictionless, convenient and enjoyable as possible for our visitors, exhibitors, guest organisers and talents.

## Act for the future

We are implementing a sustainability strategy with concrete objectives. These include halving our emissions by 2030 and be net zero by 2050. We are also helping our communities in their digital and sustainable transitions.

## Be a tech frontrunner

As a data-driven company, we're committed to staying at the forefront of technology. We remain a frontrunner by using big data/AI value creation to run smooth operations and develop new products that help deliver superior exhibitor and visitor experiences.

## Drive creative intrapreneurship

We launch new events, explore untapped opportunities and acquire “plug and play” targets to gain critical mass in smaller regions.

# Our values



**We serve communities  
with integrity**



**We are creative  
intrapreneurs**



**We nurture talent and bring  
people to their full potential**



**We have fun**



**We care for our planet**

# Over 25 years of continuous development



Eric Everard, Easyfairs' founder, organises the first European Student Fair. He's just 24 years old.

1988

**Artexis**  
THE ART OF EXHIBITIONS

**art  
brussels**

Artexis is founded – delivering Art Brussels and antique shows.

1997

**easyFairs**  
visit the future >

Easyfairs is launched! Several offices open across Europe and dozens of new events are delivered.

2004

**EASYGO**  
Go for more

Easyfairs develops cutting-edge digital products to enhance exhibitors' participation, including BoosterPack, Online365 and EasyGo.

KISTAMÄSSAN MÄLMÖMÄSSAN

The company expands into the Nordic region with the management of Malmömässan and Kistamässan venues.

2010

**THE ACADEMY**  
Build your future

New platforms and tools are created to attract and manage talents. The Academy Online, the internal e-learning platform is launched.

2014

**TOP 20**  
EVENTS COMPANIES  
IN THE WORLD

Easyfairs enters the top 20 exhibition organisers in the world.

2016

## Key acquisitions

ANTWERP EXPO FLANDERS EXPO

Artexis expands through event organisation and venue management opportunities in Belgium.

B I S HORECA

PCD ADF  
ADVANCED ENGINEERING HEROES  
BUICK COMIC CON

Evenementen  
**HAL**

Evenementenhal becomes Easyfairs' new acquisition, allowing expansion into The Netherlands (Gorinchem and Hardenberg).

Recreatie VAKBEURS R M V  
INFERA

CCR



# Over 25 years of continuous development



Artexis and Easyfairs merge. In the same year, Easyfairs wins the Entrepreneur of the Year® award.



The Covid pandemic crisis takes its toll on Easyfairs and the entire events industry. But Easyfairs events show a spectacular rebound.

## NET ZERO CARBON EVENTS

Easyfairs signs a pledge for Net Zero Carbon Events (with a commitment to achieve net zero by 2050) and develops sustainability roadmap based on its first carbon emission footprint.



Anne Lafère and Matt Benyon are appointed as Group CEOs while Eric Everard, Founder of Easyfairs, becomes Chairman.



Easyfairs earns the Gold Best Managed Companies label and scoops the UFI HR Award for the 2<sup>nd</sup> time.



Easyfairs earns UFI Sustainable Development & Digital Innovation Awards.



Easyfairs publishes its first sustainability report

2017

2018

2019

2020

2021

2022

2023

2024

MADE IN ASIA



Aesthetics



all about automation

KUTENO

Coiltech®  
International Coil & Winding Exhibition

SOUTHERN 24  
Manufacturing & Electronics



“The impact of face-to-face events goes well beyond the day itself. By bringing people together, sharing information, exchanging insights and spotlighting the newest innovations, we create a powerful ripple effect. One that drives positive change in businesses and industries. We are catalysts of change.”

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**Eric Everard**

Founder and Chairman

“There are various ways to define us: we are industry disrupters, growth enablers, business catalysts, impact makers, community builders and instruments of change. Put simply, our events offer unique and transformative experiences for all.”

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**Anne Lafère**

Group CEO



“We enable communities to visit the future of their industry. At our events, you’ll discover innovations, learn about the latest trends, meet key players, discover the smartest start-ups and find solutions to core challenges, from digitalisation to sustainability.”

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**Matt Benyon**

Group CEO

[Read more about Easyfairs  
on easyfairs.com/about-us](https://easyfairs.com/about-us)

# Our awards and successes

See all our awards and labels on [easyfairs.com](https://easyfairs.com)



Easyfairs is proud to be one of the top 20 world's exhibition organisers, according to the annual STAX ranking.

The Stax Top 20 Ranking evaluates the event industry's leading players based on their exhibition-organising revenues.



Entrepreneur of the Year®  
L'Entreprise de l'Année® 2018

In 2018, Easyfairs picked up the Entrepreneur of the Year® Award. Organised by EY, the title is reserved for the corporate elite and rewards companies that stand out. It recognises businesses for their innovation, strategy, competition, openness to the world and exemplary management.



Gold Laureate

In 2024, we earned the Gold Best Managed Companies award for the sixth year running. The programme, coordinated by Deloitte, Econopolis and KU Leuven, rigorously evaluates participants against a proven global framework. This includes a clear long-term strategy, extensive capabilities, strong commitment and excellent financial performance.



We were delighted to win the UFI Education Award in 2017 and the UFI HR Award in 2023. These accolades recognise the role that talent development plays in Easyfairs' growth strategy and honour the most successful, creative, and innovative HR initiatives in the events industry.



In 2024 we received the UFI Sustainable Development Award. Easyfairs' submission covered both the intrinsic sustainability of our business model and overall roadmap. This is a huge vote of confidence for our team members, who are shaping and implementing countless sustainability initiatives.



In 2024, we also received the Digital Innovation Award from UFI. The award recognises how we are using data to deploy artificial intelligence and therefore enhance operations and customer experience.



# Our events

# What drives us

Only live events can engage all the senses. There's no substitute for face-to-face meetings, connecting with peers in person, discovering and testing new experiences first-hand. It's seeing, touching, hearing, smelling and tasting that makes all the difference. Today, more than ever, live events make great business sense too. In this post-COVID and digital world, connecting directly with peers and potential customers is vital.

You could say live events are real-life social media.

**We're here to help businesses grow and whole sectors develop.**  
**How? By providing events that...**



## **... power up businesses**

With the highest return on investment, our events are natural places to make new connections, generate leads and close deals.



## **... grow communities**

Business communities are all about human connection. And a recurrent event is the perfect platform for eagerly awaited get-togethers.



## **... showcase the latest innovations**

Events are perfect for shining a light on innovation. If you're a seller, there's no better place to launch or introduce a product. And if you're a buyer, there's no better place to experience discoveries first-hand.



## **... educate and inspire**

Events act as information hubs, allowing attendees to stay updated on the latest developments, research findings, and trends in their respective fields.



## **... empower voices**

Events provide the perfect forum for associations, politicians and key opinion leaders to discuss their viewpoints, share insights and exchange perspectives.

# Our event industries

See our event calendar  
at [easysfairs.com/events](https://www.easysfairs.com/events)



**Packaging & logistics**



**Manufacturing**



**Industrial processes**



**Tech & business services**



**Hospitality & retail**



**Pop culture & lifestyle**



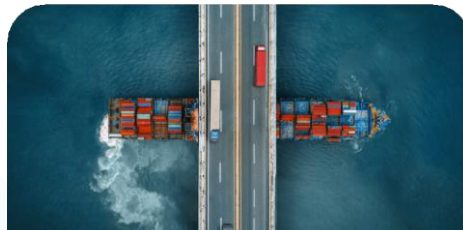
**Real estate, construction  
& interiors**



**Building B2C**



**Beauty & care**



**Transport & maritime**



**Agriculture  
& landscaping**



**Art**



# Our events portfolio

See our event calendar  
on [easyfairs.com/events](https://easyfairs.com/events)

## Packaging & logistics



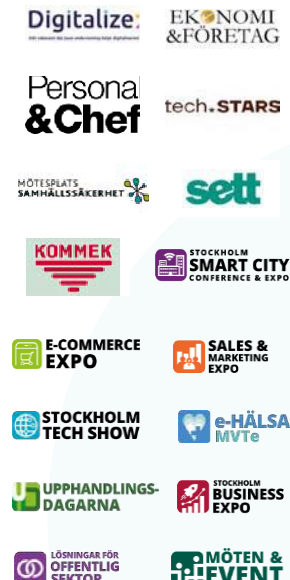
## Manufacturing



## Industrial processes



## Tech & business services



## Hospitality & retail



## Pop culture & lifestyle



## Real estate, construction & interiors



## Building B2C



## Beauty & care



## Transport & maritime



## Agriculture & landscaping



## Art



# Our venues

# Our venues

Our venues in Belgium, the Netherlands and Sweden host a full suite of multi-format events, including B2B and B2C exhibitions, congresses, summits and conferences. When you step into our venues, you'll find state-of-the-art technology, outstanding services and well-equipped facilities. Plus, spaces we shape around you. Whether you're hosting a small trade show or a large scale conference, we'll create a layout to suit. [Discover more on easyfairs.com/our-venues](https://www.easyfairs.com/our-venues)



## Antwerp Expo

Belgium 23,960 sqm  
 5 Halls / 6 Meeting rooms



## Flanders Expo

Belgium 56,220 sqm  
 8 Halls / 8 Meeting rooms



## Namur Expo

Belgium 10,700 sqm  
 2 Halls / 2 Meeting rooms



## Nekkerhal Brussels North

Belgium 18,420 sqm  
 1 Hall / 1 Blackbox



## Evenementenhal Gorinchem

The Netherlands 23,130 sqm  
 2 Halls / 1 Foyer / 8 Meeting rooms



## Evenementenhal Hardenberg

The Netherlands 25,940 sqm  
 8 Halls / 8 Meeting rooms



## Kistamässan

Sweden 15,000 sqm  
 2 Halls / 2 Auditoriums / 16 Meeting rooms



## Malmö Mässan

Sweden 20,000 sqm  
 1 Hall / 1 Auditorium / 16 Meeting rooms





**Sustainability**

# Sustainability

## A sustainable business model

Our values and business model inherently support sustainability. Our all-in, tech-driven business model is testament to a pioneering spirit that positions us as one of the most sustainable ways to host exhibitions. Here's how we're making a difference.

- **Stands:** 70% of our event stands are made of reusable modular structures. Our all-in modular stands are re-used from one edition to the next, which significantly reduces purchase and waste emissions. As transport of all-in stands is grouped, this model also reduces transport emissions. In some cases, our all-in stands are stored in our venues and do not even require transport.
- **Duration:** Our events are compact and usually last no more than two days. This means the carbon footprint is lower than traditional trade shows.
- **Proximity to local market:** Most of our events are aimed at regional or national markets. Most of our visitors come from within a radius of less than 75 km.
- **Technology:** Through digitalisation and the use of new technologies like the Smart Badge (allowing visitors to collect material digitally), we're significantly reducing paper waste.



# Sustainability

Easyfairs is committed to supporting to the UN Sustainable Development Goals and to the “Net Zero Carbon Events” pledge.

In 2021, we launched our “Act for the future” journey with the main objectives to act for the planet and for society.

## How we act for the planet

Caring for the planet is one of our core values. It guides what we do, and how we do it. For us, reducing the environmental impact of our own events and venues is only half of our work. We’re also helping our communities in their transition to net zero by embedding sustainability and innovation in the content of our events.

### Key achievements for the planet since 2019:

- 33% total CO<sub>2</sub> emissions
- 26% electricity consumption in our venues
- 54% of the electricity powering our venues is from renewable sources
- 39% waste-related CO<sub>2</sub> emissions in our venues



### Five priorities for 2030



Energy



Travel & Accommodation



Freight & Logistics



Production & Waste



Food & Food waste



# Sustainability

## How we act for society

As a company, we're supporting our communities in their journey towards net zero while championing their growth and development. We also collaborate with charitable organisations to nurture solidarity and drive positive societal change. As an employer, we put our people first. No exceptions. We prioritise well-being and boost their development. All the while creating a culture that celebrates diversity and inclusivity.

### Key achievements for society in 2023:

- 48% of our events partner with a non-profit initiative
- 1,200 hours of educational content on sustainable topics at our events in 2023
- 65% of our events spotlight start-ups





# Sustainability

## Tracking our progress

Checking the effectiveness and impact of our environmental and social initiatives is vital. So, we employ two dynamic tools to meticulously track and improve our progress.

- **The ESG Scorecard** is an internal mandatory 20 criteria evaluation tool which tracks our progress on core ESG indicators, sets key benchmarks, and encourages our event teams to continually raise their sustainability standards.
- **Our KPI Tracker** helps us to diligently monitor our progress against 12 ESG Key Performance Indicators. The tracker does more than keep tabs on the status and completion level of each KPI. It also highlights our contributions towards the Sustainable Development Goals (SDGs).



Discover more about  
how we act for the future on  
[easyfairs.com/sustainability](https://easyfairs.com/sustainability)

# Download Easyfairs Sustainability Report 2023

The report outlines progress on sustainable best practices and sets out next targets.

[Easyfairs.com/media-assets](https://easyfairs.com/media-assets)



## SUSTAINABILITY REPORT 2023



**A great place  
to work**



# A great place to work

Our team is made up of unique individuals who create the brightest opportunities for our customers. Two of our core values are "we nurture talents" and "we have fun". We create a culture where every team member feels welcomed, respected and motivated to thrive. We are team players who have fun together while pursuing success and we consider the journey as important as the final goal. This is what makes Easyfairs a great place to work:



**We encourage  
lifelong learning**



**We support career  
growth**



**We're diverse, fun,  
entrepreneurial,  
flexible and caring**



**We offer a wide  
range of rewards  
& benefits**



## JOIN THE SHOW

Being part of a buzzing, growing industry. Taking companies into the future through live events. How does that sound?

[Discover more about life at Easyfairs and check the open positions on easyfairs.com/career](https://easyfairs.com/career)

**Great  
Place  
To  
Work®**

**Certified**

BELGIUM

**Great  
Place  
To  
Work®**

**Certified**

OKT 2023–OKT 2024

DE

**Great  
Place  
To  
Work®**

**Certified**

SEP 2023–SEP 2024

CH

## Need more information?

[contactus@easyfairs.com](mailto:contactus@easyfairs.com)

Visit the future with Easyfairs and find out more on

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