



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 2015 - 2023

2023

189,769 K€

2019

166,805 K€

2015

106,648 K€

Evolution recurring EBITDA 2015 - 2023

2023

35,545 K€

2019

32,142 K€

2015

16,077 K€

Our mission

Visit the future

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



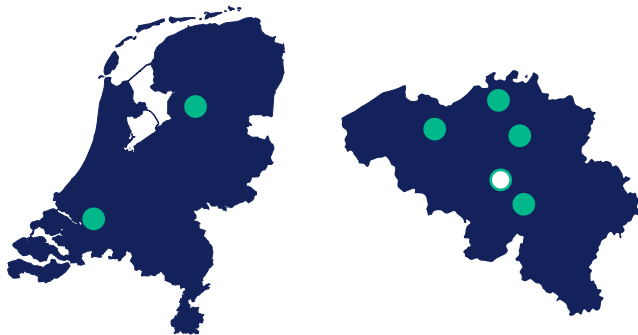
Our vision

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.

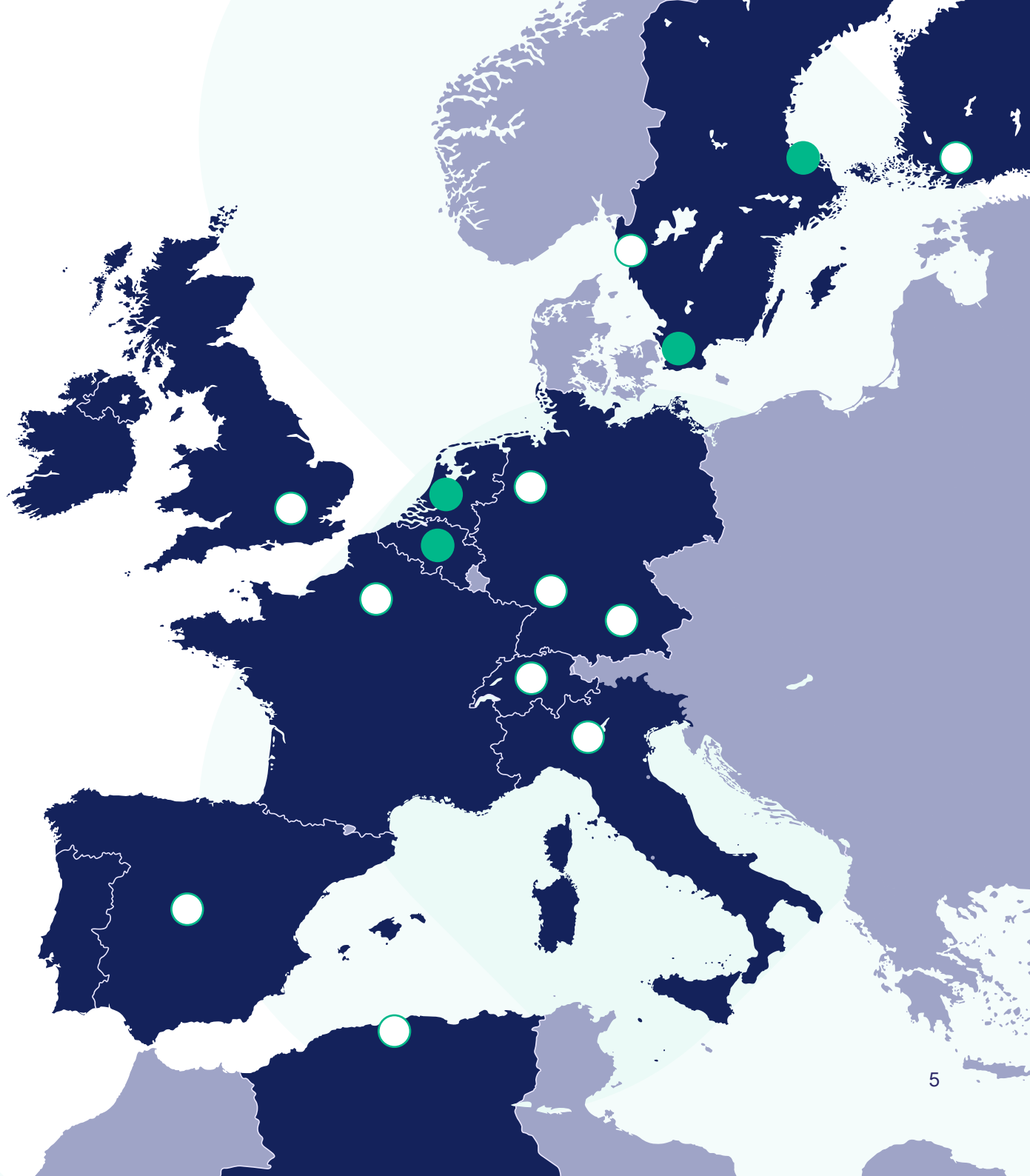
We strive to achieve this vision by being a frontrunner in sustainability, technology and talent management.

- 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 talents and bring them 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.

BIS **HORECA**

PCD **ADF**
ADVANCED ENGINEERING **HEROES DUTCH COMIC CON**

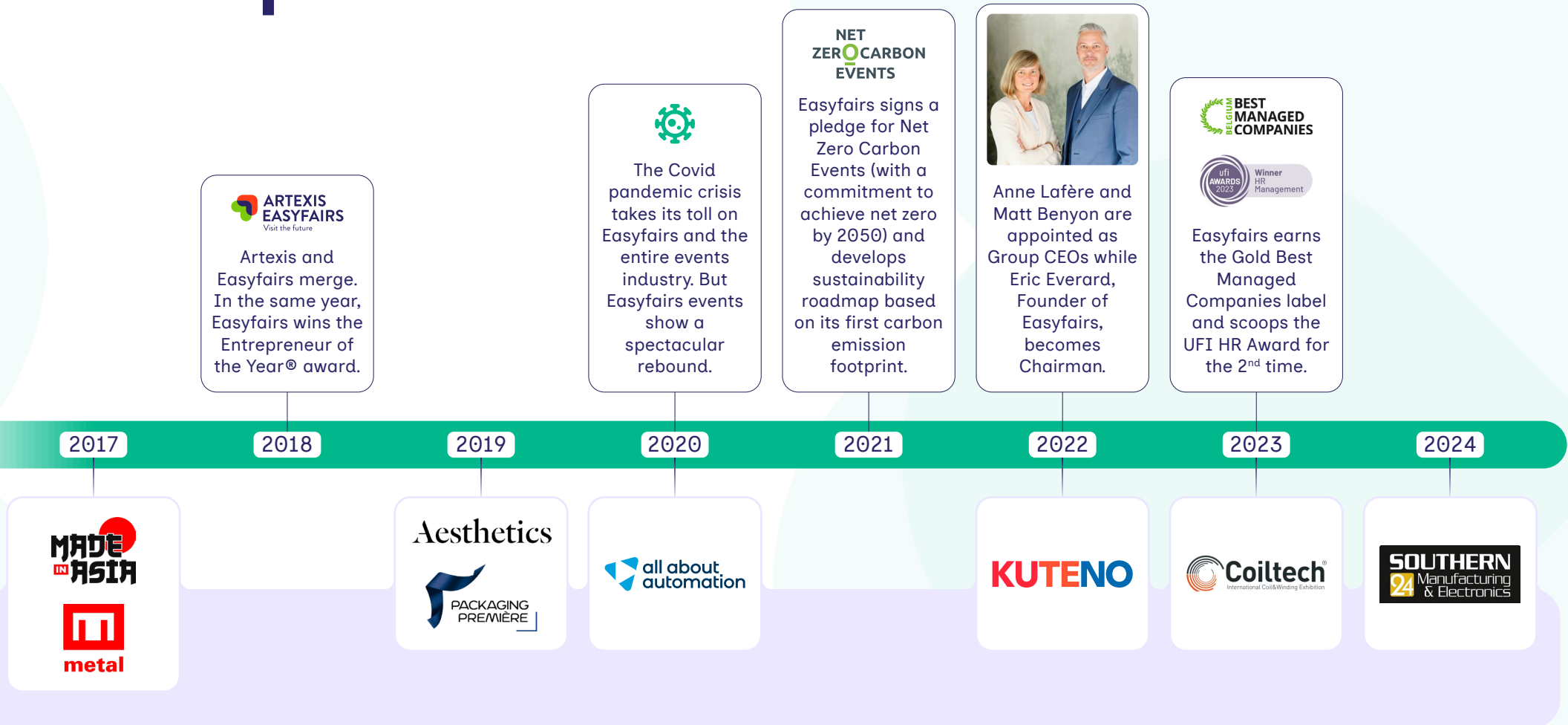
Evenementen HAL

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





“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.”

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.”

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.”

Matt Benyon

Group CEO

Read more about Easyfairs
on easyfairs.com/about-us

Our awards and successes



In 2023, we took the 11th spot in the world's top event companies (Stax annual ranking). We were also the third-highest climber, moving up from 19th position last year, which is a testament to our spectacular post-COVID rebound.

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



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.



In 2023, we earned the Gold Best Managed Companies award for the fifth 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.



We're certified as a Great Place to Work® in Germany, Switzerland (2023) and Belgium (2019). The certificate recognises great workplace cultures and is awarded on an assured procedure based on anonymous feedback from employees and the analysis of HR measures and programmes.



In 2023, we were honoured to receive the Leading Employer award in Germany and Switzerland. This accolade is only given to 1% of employers in Germany and Switzerland by an independent institute.

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
on easyfairs.com/events



Packaging & logistics



Manufacturing



Industrial processes



Hospitality & retail



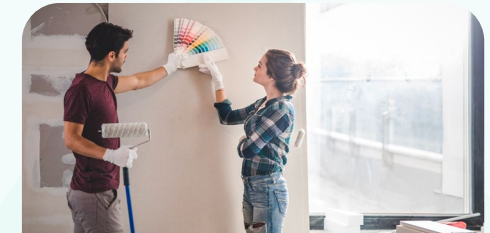
Pop culture & lifestyle



Beauty & care



**Real estate, construction
& interiors**



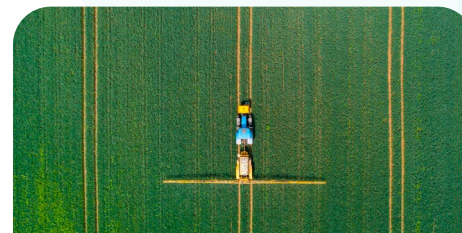
Building B2C



Tech & business services



Transport & maritime



**Agriculture
& landscaping**



Art

Our events portfolio

See our event calendar
on easyfairs.com/events

Packaging & logistics



Manufacturing



Industrial processes



Hospitality & retail



Pop culture & lifestyle



Beauty & care



Real estate, construction & interiors



Building B2C



Tech & business services



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 can 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



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 75km.
- **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 2018:

- 33% total CO₂ emissions emissions
- 26% electricity consumption in our venues
- 54% of the electricity powering our venues is from renewable sources
- 39% waste-related CO₂ 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

**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

Need more information?

contactus@easyfairs.com

Visit the future with Easyfairs and find out more on
easyfairs.com



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Easyfairs organises and hosts events, bringing communities together to visit the future.

We organise 110 market-leading event titles in 12 countries and manage eight event venues in Belgium, the Netherlands and Sweden.

We are passionate about “easifying” the life of our customers and increasing the return on investment and return on time for professional communities through our all-in formulas.

Advanced technology and customer-centric approach. Our digital features and initiatives provide these communities with excellent opportunities to network effectively and do business throughout the year. The Easyfairs Group employs 800 highly committed talents, deploys the best marketing and technology tools and develops brands with a strong appeal to our stakeholder communities.

For the fifth year running, Deloitte conferred “Best Managed Company” status on Easyfairs in 2023. Easyfairs is ranked 11 of the world’s top exhibition organisers, according to the STAX annual ranking.