

PRESS RELEASE

EASYFAIRS Belgium Takes Another Step towards Carbon Neutrality

Leading Events Company Switches to 100% Green Electricity from NieuweStroom

Ghent, 19 November 2024 - Easyfairs Belgium, the leading player in the country's events sector, has announced that with effect from January 2025, operations at its four venues (Antwerp Expo, Flanders Expo, Namur Expo and Mechelen-Brussels North) will be fully powered by 100% green electricity, a big part of that provided by energy supplier NieuweStroom. This marks a significant milestone in Easyfairs' sustainability journey. In October 2021, Easyfairs signed the "Net Zero Carbon Events" pledge, with a commitment to achieving net zero by 2050 and halving greenhouse gas emissions by 2030.

Alain D'Haese, COO & Head of Venues, Easyfairs Belgium, comments: "By choosing NieuweStroom we're taking a major step towards a greener future and contributing to the broader energy transition in Belgium. It's one of many initiatives here in Belgium and across the entire Easyfairs group, which we described in detail in our [first annual sustainability report](#), published earlier in the year."

Dynamic energy contract

Easyfairs selected NieuweStroom based on its unique and innovative approach. Kim Van Houdt, Partner Manager at NieuweStroom, explains: "We do things differently from traditional suppliers. We are transforming the unwieldy energy market, making it 100% fair and transparent. Everyone understands what sustainable generation means, but for the energy transition, the term 'sustainable consumption' is equally important, and enterprises can save significantly in this area. With our approach, Easyfairs has the freedom to benefit from the most favourable energy prices while contributing to a more sustainable future by reducing its CO₂ emissions."

Impact on the Belgian energy transition

"I hope that this collaboration between Easyfairs and NieuweStroom will be beneficial not just for our two companies but will also have broader implications for the Belgian energy market, providing inspiration for others," D'Haese adds. "By choosing green energy and promoting sustainable energy consumption, Easyfairs is playing an active role in the energy transition. This contributes to lower national energy consumption and a more sustainable energy market."

A constant focus to reduce energy consumption

Other initiatives already undertaken by Easyfairs Belgium to reduce its overall energy consumption and accelerate the transition to green energy include investment in LEDs at its venues and the installation of solar panels on their roofs. Solar power currently supplies 80 per cent of Antwerp Expo's electricity and 45 per cent of Flanders Expo's. The rest will be supplied by NieuweStroom, which will also supply 100 per cent of the electricity to Namur Expo and Mechelen-Brussels North.

“We’ve carried out energy audits at all our venues and put the recommendations into action. This also resulted in Flanders Expo saving 100,000 cubic metres in gas in a single year, for example,” says D’Haese.

Easyfairs Belgium is taking action on the environment across a very broad front, reducing wastage and offering more sustainable options in catering facilities. Easyfairs also encourages visitors to minimise their carbon footprint when travelling to its venues. It has already installed 120 charging stations for electric vehicles.

For further information, please contact:

Alain D’Haese

COO & Head of Venues Easyfairs Belgium

Alain.dhaese@easyfairs.com

+32 (0)499 86 11 83

Kim Van Houdt

Partner Manager, NieuweStroom

k.vanhoudt@nieuwestroom.be

+32 (0)477 71 10 22

About Easyfairs

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

We currently organise 110 market-leading event titles in 12 countries (Algeria, Belgium, Finland, France, Germany, Italy, the Netherlands, Portugal, Spain, Sweden, Switzerland and the United Kingdom) and manage eight event venues in Belgium, the Netherlands and Sweden (Antwerp, Ghent, Mechelen-Brussels North, Namur, Gorinchem, Hardenberg, Malmö and Stockholm).

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 820 highly committed talents, deploys the best marketing and technology tools and develops brands with a strong appeal to our stakeholder communities.

For the sixth year running, Deloitte conferred “Best Managed Company” status on Easyfairs in 2024.

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

About NieuweStroom

NieuweStroom is an innovative energy supplier for entrepreneurs, focused on market-priced energy, fairness, transparency, and sustainability. By offering a dynamic energy contract linked to the daily trading market, NieuweStroom gives its customers the freedom to benefit from the most favourable energy prices, without hidden costs or complex contracts. www.nieuwestroom.be

