

## PRESS RELEASE

### EASYFAIRS ACQUIRES UK METALS EXPO

*This acquisition represents yet another significant addition in 2024 to Easyfairs' ever-growing engineering and manufacturing portfolio*

London, 18 December - Easyfairs today announced the acquisition of UK Metals Expo Limited. This move seamlessly complements Europe's largest network of powerhouse industrial events, which boasts 30+ manufacturing and industrial processing exhibitions and earlier this year saw Southern Manufacturing & Electronics added to Easyfairs' distinguished portfolio.

Since its launch in 2022, UK Metals Expo has become firmly established as the annual event uniting the entire metals supply chain. The event has experienced phenomenal year on year growth in visitor attendance and exhibitor participation and enjoys the support of all key trade associations in the sector. This growth, coupled with strong enthusiasm from all stakeholders for networking and learning opportunities, has positioned the event as a significant force shaping the future of the metals sector in the UK. The next edition will take place on 10 & 11 September 2025 at the NEC Birmingham and will welcome 380 exhibitors.

UK Metals Expo joins a powerful portfolio of established Easyfairs events, including the UK-based Advanced Engineering and Southern Manufacturing & Electronics. The obvious synergies between the events, including strong relationships with leading industry associations, not to mention the enhanced network of key visitor and exhibitor brands and complete supply chain coverage, offer more annual touch points for stakeholders to connect and do business. This melting pot of knowledge, experts, suppliers, technology and creativity will be perfectly placed to serve the entire UK manufacturing value chain, 365 days a year, and with innovation at its heart.

UK Metals Expo also becomes part of a portfolio of European events including: Metal Madrid - part of Advanced Manufacturing Madrid - Spain's largest annual gathering for manufacturing, machining and metal processing; Metavak in The Netherlands; and Journée de Métal in Belgium, to name but a few. The synergy between the events opens up numerous exciting opportunities for the UK Metals Expo exhibitors to unlock channels to new audiences across Europe.

Alison Willis, CEO of Easyfairs UK & Global, commented: *"We are excited to work with the UK Metals Expo team to continue to grow and develop this fantastic event. Supporting and championing the manufacturing industry has become an integral part of Easyfairs' mission. Easyfairs will strive to further strengthen UK Metals Expo with our technology infrastructure, sizeable database from running 30+ industrial events and strong relationships with relevant media and associations. I'm confident that together we will be even better placed to serve this renowned community."*

*“It was vital for us to consider what was best for the future of the event and the community it serves. Our event was borne out of a relationship with the UK Metals Council, so we needed to find the right organiser who would continue to position it as the annual focal point for the metals sector,”* commented Jason Franks, Managing Director of UK Metals Expo. *“Easyfairs was immediately identified as the perfect home for the UK Metals Expo. Myself and the team recognise the synergies between our values, objectives and long-term plans and are all excited to work with the Easyfairs team to continue to successfully deliver the 2025 event and beyond. This is the obvious next step in the UK Metals Expo journey.”*

- END -

### **For further information, please contact:**

Samuel O’Connell  
Regional Marketing Director  
D: +44 (0)20 3196 4300  
E: [sam.oconnell@easyfairs.com](mailto:sam.oconnell@easyfairs.com)

### **About Easyfairs**

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

We currently organise 110 market-leading event titles in 14 countries (Algeria, Austria, Belgium, Finland, France, Germany, Italy, the Netherlands, Portugal, Spain, Sweden, Switzerland, the United Kingdom and the United States) 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 870 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](http://www.easyfairs.com)

