

PRESS RELEASE

Antwerp Expo Invests in Digital Signage and Wayfinding

Antwerp Expo enhances its competitive position as an attractive international congress venue, with the support of VisitFlanders

Antwerp, 21 January 2025 – Antwerp Expo, one of four Easyfairs Belgium venues and a leading player in the Belgian events sector, is investing further in the digitalisation of its infrastructure. This marks an important milestone in the venue’s sustainability journey, but also increases the competitive position of Antwerp Expo in the international congress segment of the events industry. VisitFlanders, which is committed to the sustainable development and promotion of the region, is therefore supporting this initiative.

The digital transformation has several aspects, including the installation of eight indoor and outdoor LCD digital signage screens, five indoor LCD movable totems, and a mobility platform for better way-finding tailored to visitors, exhibitors, and organisers. The latter is being implemented in collaboration with Youreka! The total investment is €150,000, with VisitFlanders contributing €62,800 in support of this trajectory.

This latest digitalisation project follows Antwerp Expo’s investment in solar panels, significantly reducing its carbon footprint.

Philippe Willegems, Head of Venue at Antwerp Expo explains: *“The installation was first used in December 2024 and the effects are already noticeable. The reactions were positive during both our DiveXpo and Art Antwerp events, with the visitor experience receiving a significant boost. They felt more welcome, better informed, and better supported. Organisers also reported a smoother process and indicated that this also allowed them to better highlight their brand.”*

International Congress Venue

The creation of a better customer experience was not the only criterion for this investment. Antwerp Expo also aimed for greater operational efficiency and increasing its attractiveness as a congress location, both nationally and internationally. Philippe Willegems continues: *“Antwerp Expo had a digital infrastructure for our internal operations, but to compete in the market for international congresses, we needed to make investments in state-of-the-art digital applications. This is now a reality. Combined with our service excellence, we can now appear on the radar of international companies and federations looking for a congress venue”*

Support from VisitFlanders

National and international congresses and events create significant added value for local hospitality firms and are therefore a stimulus for the City of Antwerp’s tourism sector. They also lend prestige to the region and are often a platform for meetings between decision-makers. *“The coronavirus pandemic has had a huge impact on the congress and event industry in Flanders,”* says Peter De

Wilde, CEO of VisitFlanders. *“The traditional format of meetings, events, and congresses came under pressure and the requirements to compete internationally have changed rapidly in a short space of time. With this investment, Antwerp Expo is ensuring that it will remain digitally state-of-the-art and can also differentiate itself in an innovative way.”*

In short, with this investment, Antwerp Expo is focusing on the further professionalisation of its activities as a multi-format event location. *“With five halls, three entrance zones, and a meeting & congress centre, this degree of digitalisation is important for our evolution,”* Willegems concludes.

Antwerp Expo is also taking another step in the sustainability journey of parent company Easyfairs. In October 2021, Easyfairs signed the Net Zero Carbon Events Pledge, committing to be CO2-neutral by 2050 and to halve greenhouse gas emissions by 2030.

Voor meer informatie, neem contact op met:

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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

About VisitFlanders

VisitFlanders enhances the positive impact of tourism with the aim of making Flanders thrive as an innovative, inspiring, and high-quality travel destination. We support the tourism sector in further developing Flanders as a travel destination, and we promote our region abroad. Our efforts benefit the place as well as its residents, entrepreneurs, and visitors.

www.visitflanders.com/en/about-visitflanders