

PRESS RELEASE

Easyfairs awarded Best Managed Company status for seventh consecutive year, earning Platinum distinction

Deloitte recognises Easyfairs for outstanding growth, innovation and leadership in sustainability

Brussels, 23 May 2025 — Easyfairs has once again been honoured as one of Belgium's Best Managed Companies, now for the seventh consecutive year. With this accolade the company earns Platinum status, the ultimate level in Deloitte's respected programme. The award not only recognises Easyfairs' consistent performance, but also the maturity, agility and strategic foresight with which it is navigating its next phase of growth.

An international event organiser and venue operator, Easyfairs is ranked among the Stax Top 20 and has established a formidable presence across Europe. Its expanding portfolio includes new events, acquisitions, and geo-clones: successful event concepts transplanted into new geographical markets.

A year of transformation and momentum

This recognition caps a milestone year for Easyfairs, following strategic investment by Cobepa and Inflexion, alongside Founder and Chairman Eric Everard, who reinvested a significant portion of his majority ownership of Easyfairs. The group has accelerated its expansion — geographically and across new industry verticals — reinforcing its role as a launch engine in European events. New events have been introduced in sectors such as construction, healthcare, technology, and energy, through a blend of fresh launches, acquisitions, and geo-clones.

Easyfairs continues to pursue its value creation plan through both organic and acquisitive growth, while expanding and refining its digital offer, EasyGo, which empowers exhibitors to generate leads and build brand visibility 365 days a year.

Innovation, talent and sustainability at the core

Innovation is embedded across Easyfairs' strategy, with AI, including generative AI, playing a central role in boosting productivity, enhancing sales and marketing, and personalising the visitor experience. Digital tools are also used to streamline internal operations and strengthen decision-making through data.

Easyfairs has also further expanded its advanced talent management programmes in recent years, fostering a culture of fairness and inclusion while investing in innovative tools and techniques for talent development. These include an application that provides comprehensive insights into individual potential, another that assesses managerial capabilities and a third that offers guidance to optimise workloads and support work-life balance — the latter delivered through the now well-established Easyfairs Academy.



On the sustainability front, Easyfairs is further investing in efforts to measure and reduce its carbon footprint. These efforts have been recognised with both the UFI Sustainable Development Award and the *Exhibition News* ESG Award. The group plans to submit its science-based targets later this year.

Anne Lafère, Group CEO for Easyfairs, said: *“Platinum status is more than a label – it’s a reflection of who we are and how we work. This achievement belongs to our entire team, whose passion and commitment to excellence, innovation and sustainability shape everything we do. From embedding AI in our processes to preparing for the CSRD, we are building a culture fit for the future; one where talent thrives, purpose is shared, and impact is measured.”*

Growth with purpose

Since first earning the Best Managed Company title, Easyfairs has more than doubled in size, expanded its venue portfolio and deepened its presence across Europe. Today, it operates events in sixteen countries and continues to explore opportunities in new vertical industries and geographical markets.

Matt Benyon, Group CEO for Easyfairs, commented: *“We’re proud of how far we’ve come, but even more excited about where we’re going. Easyfairs has evolved into a launch engine and a scalable platform for growth. Whether we’re building new event formats, executing a strategic acquisition, or geo-cloning a proven concept into a new market, we stay focused on our purpose: to empower communities to connect and visit the future of their industry.”*

Bruno Peelaers, Program Leader for Best Managed Companies and Partner at Deloitte Private said: *“The list of Best Managed Companies this year is impressive. It is a privilege to witness their resilience, spirit of innovation, and commitment to sustainable growth and management. These companies highlight the importance of continuous improvement and operational excellence, showcasing the enduring value of the Best Managed Companies program. This year, we are particularly eager to see how they embrace 'stagility,' the perfect blend of stability and agility, to navigate the ever-evolving business landscape.”*

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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 16 countries (Algeria, Austria, Belgium, Denmark, Finland, France, Germany, Italy, Norway, 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 seventh year running, Deloitte conferred “Best Managed Company” status on Easyfairs in 2025, earning Platinum distinction.

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

About Best Managed Companies

Deloitte Private launched the Belgium Best Managed Companies program in 2017, in collaboration with Econopolis. KU Leuven joined the initiative in 2019. The program aims to provide guidance and recognition to Belgian private companies that demonstrate excellence.

Best Managed Companies is an internationally recognized label synonymous with quality and excellence. Originally established in Canada in 1993, the program has since expanded to 45 countries worldwide.

For further information, please contact:

Marie Ost
Group Communications Executive (Easyfairs)
marie.ost@easyfairs.com

