

PRESS RELEASE

Food Hotel Tech and Tech For Retail join Easyfairs to accelerate growth

This strategic acquisition combines the events' strong French heritage with Easyfairs' national and international network, unlocking new growth opportunities in Europe and beyond.

London, 15/04/2026: Easyfairs today announced the acquisition of Paris-based Food Hotel Tech and Tech For Retail, two market leading events dedicated to innovation in the hospitality and retail sectors. This union will enable the incumbent entrepreneurial team, led by Karen Serfaty, to build on their success and continue to deliver an impactful visitor and exhibitor experience. Empowered by Easyfairs' data-driven approach, operational expertise and 'Visit the Future' ethos, the move will supercharge growth while preserving the events' core values. Another key advantage is Easyfairs' international reach, which will elevate the events' impact in France and open a broader platform for innovation in new European territories.

As part of Easyfairs' broader growth strategy to enhance its tech portfolio, this latest acquisition reflects the group's understanding that technology and data now sit at the heart of the retail and hospitality sectors. The vibrant start-up scene and Big Tech are reshaping every part of the sector, from guest experience and operations to supply chains and customer engagement. This is increasing the need for strong, community-focused platforms, such as these two market leading event brands, that connect innovators with retailers, and restaurant and hospitality operators.

The new partnership places community and integrity at its core. Food Hotel Tech and Tech For Retail bring deep market insight, strong local relationships and a commitment to long-term community impact. Complementing this, Easyfairs provides extensive resources, including community-embedded teams, a robust tech ecosystem built for connecting stakeholders and on-the-ground expertise across European hubs. Backed by a broad Europe-wide events portfolio and an ever-growing community network – including flagship hospitality event *Horeca* in Belgium - the group's biggest event *Paris Packaging Week* and others across countries such as Italy, UK, Sweden, Spain and Algeria – the partnership is built on a strong foundation for impact.

These strengths position the group to anticipate emerging trends, support innovators and build a scalable platform for decision-makers across France and Europe.



The next edition of *'le salon européen du retail'*, Tech For Retail, will take place on **30 November & 1 December 2026** at **Paris Expo Porte de Versailles** and is expected to welcome more than **15,000 visitors** and **420 exhibitors**.

'Le salon TECH & RSE Hôtellerie-Restaurant', Food Hotel Tech, will take place on **31 March & 1 April 2027**, also at **Paris Expo Porte de Versailles**, and is expected to attract over **8,500 visitors** and **200 exhibitors**. Both audiences will be immersed in content from leading industry speakers, hands-on workshops, innovative pitches and awards ceremonies, providing them with the knowledge and connections to continue driving innovation and growth in their businesses.

Local, European, Global

Karen Serfaty, CEO & Founder of Tech For Retail & Food Hotel Tech, commented: *"Together, we can dream big. For our communities, for our clients, for our teams. Our ambition is to build platforms that do not just follow the market but help to shape its future."* Karen continued: *"Easyfairs was the natural home for both events. My team and I are excited to join forces with one of the world's largest event organisers, which will enable exhibitors of both events, in particular Tech for Retail, to connect with a wider French audience and meet even more international attendees. This step will take the events to the next level, and I cannot wait to get started."*

When asked what comes next, Karen added: *"Ultimately, our goal is simple: to create events where every participant leaves with new ideas, new connections and new opportunities to grow their business. The entrepreneurial spirit that flows through Easyfairs and its community-focused approach align perfectly with our ambitions. Together, we will unlock new growth opportunities in Europe and beyond."*

Alison Willis, CEO of Easyfairs UK & Global, added: *"The team behind these two fantastic shows is clearly at the heart of their communities, something that is so important for us at Easyfairs. We are delighted that the brilliant people behind both Food Hotel Tech and Tech For Retail will join us and continue to drive the inevitable success going forward. One thing that stood out to me throughout this process was the respect Karen and her team have in the markets they serve. I'm in awe of what they have created and our role going forward is to support their vision."*

When asked how these events fit into the Easyfairs portfolio, Alison replied: *"Strategically, this acquisition strengthens our position in France, home to the ever-growing and largest event in our group, Paris Packaging Week. These events complement our existing shows in other regions and enable us to maximise marketing, apply our processes and technology and foster deeper collaboration between teams. It is an honour to have Karen and her team join our growing company, and we are excited to apply the Easyfairs magic to these well-respected and inspirational events"*.

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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.

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

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