

COMPANY PROFILE

easyFairs is Europe's leading organiser of time & cost-effective trade shows. We make it easy for people to meet and do business in a professional environment. With headquarters in Brussels and an international network of offices, easyFairs runs shows in Austria, Belgium, Colombia, Denmark, Finland, Germany, Ireland, The Netherlands, Norway, Poland, Russia, Spain, Sweden, Switzerland and the United Kingdom.

easyFairs brings sales-focused trade shows to the heart of buyer markets. For further information, please visit www.easyFairs.com

At a Glance

Core business:	Time & cost-effective sales-focused trade shows
Headquarters:	Brussels, Belgium
Where we do business:	easyFairs currently runs shows in Austria, Belgium, Colombia, Denmark, Finland, Germany, Ireland, The Netherlands, Norway, Poland, Russia, Spain, Sweden, Switzerland and the United Kingdom, with exhibitors from these and other countries. The company expands into new countries each year.
Employees:	170+
Sectors served:	Packaging, Building & Construction, Retail, Food & Catering, Business Services, Transports & Logistics, Motion Control, Measurement & Control Instrumentation, Agro, Automotive, Graphic & Print, ICT & Internet, Maintenance, Solids, Pumps & Valves, Welding.
Shows:	80+ shows in portfolio For a list of shows see calendar on website
Website:	www.easyfairs.com

Executive Team

Senior Executives

Chairman:	Eric Everard
Chief Executive Officer:	Jean-François Quentin
Chief Financial Officer:	Catherine de Baleine
Chief Marketing Officer:	Julian Kulkarni (Market Execution)
Head of Product Development:	Eric Pr�eat (EPM)
Head of Technology:	Stephan Forseilles (Binor)
Head of Business Development:	H�akan Gershagen
General Counsel:	Beno�t David

Managing Directors

Belgium	Philippe Willegems
Netherlands:	Cornelien Baijens
Colombia:	Juan Pablo Hern�andez de Alba
Germany & Austria:	Siegbert Hieber
Nordic region:	Peter Wanderydz
Poland:	Ewa Woch
Spain:	Cristina Aresti Elos�a

Switzerland:
United Kingdom & Ireland:

Christian Rudin
Matthew Benyon

Advisory Board

Chairman: Eric Everard
Chief Executive Officer: Jean-François Quentin
Advisory Board Member: Håkan Gershagen
Advisory Board Member: Hugh Keeble
Advisory Board Member: Jochen Witt

Full biographies available on request.

Capabilities and Differentiators

The easyFairs concept has been developed, tried, tested and refined since 2004 to produce the business model and methodology that has been successfully implemented in 16 countries.

Capabilities and differentiators include:

- Commercially (sales) focused trade shows for specific industries, located at the heart of regional, national and cross-border markets (typically 100-350 exhibitors), complementing the large international trade shows and exhibitions
- A homogeneous format across Europe, facilitating export opportunities for exhibiting companies
- High quality, information-rich visitor database built from scratch
- Low cost base
 - Customers benefit from a highly cost-effective and centralised marketing infrastructure (international branding, show website, visitor promotion)
 - Excellent technology backbone including IT processes, databases and registration systems
 - Effective new product development enabling easyFairs to identify, and respond to new market opportunities for its customers quickly
- Low carbon footprint (small stands, reusable stand materials, regional visitor market, venues typically well served by public transport)

Benefits for Exhibitors

- Sales-focused: Trade shows for people who “simply want to do business”
- Time & cost-effective for all participants
- Level playing field (exhibitors compete for the visitor’s attention based on the quality of their products, not the size of their stand)
- Highly targeted (for professional and trade participants only). Visitors come to buy goods and services they see at easyFairs trade shows
- “The price of your stand is the cost of the show attendance” means clear ROI
- Easy to calculate the revenue generated from the show (compared to other sales and marketing options)
- Show format designed for easy, face-to-face contact
- Easy peer networking
- Speaking, product demo and sponsorship opportunities

Benefits for International Exhibitors

- easyFairs provides an opportunity for exhibitors to explore and develop business in new international markets at low cost
- The uniform concept and format makes it easy to exhibit in new countries

Benefits for Visitors

easyVisit™

Visiting an easyFairs trade show is different. We bring a selection of exhibitors to an easily accessible, hype-free event where you can learn about the latest innovations in your sector, identify new suppliers and network with your peers. easyFairs trade shows are on a human scale, to make your visit as convenient, time-effective and enjoyable as possible. Simply register online free of charge and turn up!

learnShops™

easyFairs events include independent learnShops. These presentations and case studies cover topics of current interest to business communities. They are designed to convey the maximum actionable information in content-rich mini-seminars lasting a maximum of 45 minutes. learnShops are free for all participants, giving them additional value at easyFairs shows while keeping the focus on doing business.

Contact

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