

easyFairs[®] EMPACK Brussels attracts record numbers

320 exhibitors at Belgium's top packaging show

easyFairs, the leading organiser of time & cost-effective trade shows, has defied the recession and held its biggest packaging event to date in Belgium. 320 exhibitors met more than 4,000 visitors at the eighth edition of easyFairs[®] EMPACK, which took place on 7 & 8 October at Brussels Expo.

"This success once again underlines the appeal of the easyFairs concept, whatever the market conditions," commented easyFairs CEO Peter Hazelet. "While other trade show organisers have struggled, we have seen record numbers at our established events and very positive results at the packaging shows we launched this autumn, such as easyFairs[®] PAKKAUS in Helsinki and easyFairs[®] EMPACK in St Petersburg."

It was the time & cost-effectiveness of easyFairs[®] EMPACK and the focus on lead generation that attracted exhibitors in record numbers. Here are a couple of typical quotes from companies that took part:

"easyFairs[®] EMPACK is a relatively small but very well-renowned and highly appreciated trade fair because it is so dynamic. It is very well organised and low cost, which allows small companies to be present, in contrast to bigger and more expensive international trade fairs."

Thierry Vanstichel, Managing Director Sobelpac sa

"easyFairs[®] EMPACK always provides the number of new contacts needed for a good return on investment. We're not necessarily looking for quantity of contacts but rather high quality ones. We've taken part ever since the first EMPACK and have never missed a show!"

Garry De Wilde, Sales Manager Certis Benelux nv

In total, 4,117 visitors attended easyFairs[®] EMPACK, which this year included a special feature, easyFairs[®] FOOD TECHNOLOGIES.

Next edition

Based on the rebooking rate, next year's show could be even bigger. 62 percent of stands for the ninth edition were booked onsite. "This was also a great vote of confidence in the easyFairs concept and approach," said Hazelet. easyFairs[®] EMPACK will take place on 29 & 30 September 2010 alongside two co-located events, easyFairs[®] PRINT, a new show for the graphical and communications industry, and easyFairs[®] PROLOGISTICS, the well-established logistics and supply chain management exhibition.

ENDS

Press information

Ref. Number: 11/2009

[Brussels, 29 October 2009]

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Information about easyFairs®

easyFairs is the world's leading organiser of sales-focused 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, France, 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

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