

Press information

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Trade show organiser deepens its commitment to Ireland

easyFairs[®] acquires SHOP and IFEX

easyFairs, the leading organiser of time & cost-effective trade shows, has announced the acquisition of two prestigious food and drink shows from the Dublin-based exhibition organisers Expo Events and Mercury Event Management: SHOP in Dublin and IFEX in Belfast.



“We are absolutely thrilled to acquire these prestigious and high-profile events. The easyFairs Group has already successfully acquired and organised shows in the retail food and drink and hospitality sectors in Benelux and the Nordic region. We are confident that in Ireland the easyFairs concept is likewise a perfect fit for SHOP and IFEX,” said Jean-François Quentin, COO, easyFairs Group.

Gerry Murphy, Chairman of Expo Events, and Killian Byrne, Managing Director of Mercury Event Management, endorsed this view. “We are proud of the work we have done in developing these shows and wish easyFairs success in taking them to the next level. We have been very impressed by easyFairs’ approach and the company’s strong international presence. Our exhibitors can have every confidence in easyFairs as their future organiser,” said Murphy.

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The introduction was made by Simon Naudi, the Managing Director of events industry training consultants Answers International, who has connections with both easyFairs and Expo Events. "I saw that there was a good fit here so I put the two organisers in touch," said Naudi. The acquisition discussions were led by Matt Benyon, Managing Director easyFairs United Kingdom & Ireland. Benyon joined easyFairs in March 2009, bringing with him extensive knowledge of the international food and drink trade show market.

"This acquisition underlines the easyFairs Group's commitment to the Irish trade shows market," said Matt Benyon, "It also strengthens our international portfolio for the food, drink, hospitality & retail industries."

SHOP takes place in Dublin and is Ireland's annual food, drink and retail services exhibition, the result of a merger IFEX (Dublin) and Forecourt. It covers everything from food and drink to ancillary services and non-food products, together with machinery and equipment for the retail market. It also features a "Shop within Shop" zone and a programme of seminars, and hosts the Cheese Awards and a Barista Competition. "This trade show is already very much within the easyFairs profile. It is very much focused on doing business but has enticing content," said Benyon. "SHOP is a well-established brand in Ireland and our ambition is to expand it further as the economy picks up over the coming months and years."

IFEX is a food, drink, hospitality and retail event taking place in Belfast on a two-year cycle. First organised in 1986, it has a long track record of attracting a wide range of visitors including multiples and independent retailers, delicatessen and health food suppliers, pubs and clubs, manufacturers, wholesalers, distributors, importers and exporters and cash and carry outlets. Features of the show include Chef Skill, Product of the Show Awards, Pub and Club Zone plus seminars and receptions.

Benyon, who has previous experience of running food and drinks events in countries such as India, Poland, Russia, Hungary and the United States, is thrilled by the prospect of developing the two shows further within the easyFairs brand. "The two shows each attracted just under 200 exhibitors at their last editions, which makes them very welcome additions to our existing show brands in the UK and Ireland," he said.

"Whilst we will not be making any major changes to the next editions, we will study them hard and already have some exciting ideas regarding how to best evolve the events in the future," Benyon concluded.

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Next editions:

easyFairs® IFEX 23-25 March 2010, Belfast

easyFairs® SHOP 27-29 September 2010, Dublin

ENDS

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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