



*Press release*

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## **easyFairs<sup>®</sup> acquires PROlogistics**

### **A time & cost-effective trade fair for the total supply chain**

**Antwerp, 7 February 2007** - easyFairs, the European organiser of time & cost-effective trade shows, has acquired PROlogistics, the leading event for supply chain professionals in the Benelux, from the show's founding organisation Sigma. Eric Everard, CEO of easyFairs, commented "We plan to grow this event further by broadening its appeal for all types and sizes of company providing supply chain solutions, and by leveraging the easyFairs brand."

PROlogistics has had four editions to date, in 1997, 2001, 2004 and 2006. The last two editions were co-located with easyFairs<sup>®</sup> EMPACK at Brussels Expo, with the 2006 edition attracting 220 exhibitors to PROlogistics and a further 280 to easyFairs<sup>®</sup> EMPACK, making it Belgium's largest industrial event. Between one third and one half of the 8,000 visitors to the co-located event attend both shows. "There is a convergence of interests in exhibitor categories such as frontline solutions, barcoding, conveyors and palletising," said Wim Desloovere, who has managed the show since 2001.

Jean Vanderhaeghe, the President of Sigma and PROlogistics commented, "easyFairs have done a fantastic job as organisers of PROlogistics and I am confident they will attract even larger exhibitor and visitor numbers with the show being promoted under the easyFairs brand." Sigma is a member of Federauto ([www.federauto.be](http://www.federauto.be)) and represents importers specialising in material for civil engineering, construction and materials handling. Its members (important exhibitors) will continue to participate on the technical committee taking strategic decisions on the development of easyFairs<sup>®</sup> PROLOGISTICS.

Everard added, "We plan to make the event more focused, running over just two days, and we will limit the floor space per exhibitor, to encourage participation by organisations of all sizes. We also recognise an opportunity here to build on the synergies of easyFairs across industries, and to leverage our international presence."

While PROlogistics has a focus on internal logistics, easyFairs also runs Transport & Logistics and easyFairs<sup>®</sup> SUPPLY CHAIN INNOVATIONS on a biennial basis in Antwerp.

The next edition of easyFairs<sup>®</sup> PROLOGISTICS (also co-located with easyFairs<sup>®</sup> EMPACK) will take place in September 2008 at Brussels Expo. Visitors to the event are drawn from the following industries: retail & distribution, food & beverages, electronic components & installation, agro-industry, chemicals, transport, metal,

packaging, automobile, textile, paper & cardboard and others. The main exhibitor categories are business software, frontline solutions such as RFID and mobile communication, lift trucks, stackers & attachments, industrial cleaning materials & equipment, internal transport systems, logistics real estate, logistics services, storage systems & handling equipment, supply chain consultants and transport.

### **Information about easyFairs®**

easyFairs is Europe's leading organiser of time & cost-effective trade shows. We make it easy for goals-oriented exhibitors and visitors to do business in a focused and professional environment. With headquarters in Brussels, easyFairs operates offices in Belgium, Denmark, France, Germany, The Netherlands, Sweden, Switzerland and the United Kingdom. easyFairs brings the show to the heart of the market. For further information, please visit [www.easyFairs.com](http://www.easyFairs.com)

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