

## Easyfairs acquires majority stake in Milan-based Packaging Première exhibition

*Easyfairs cements its role as Europe's leading organiser of packaging events, and expands its presence in Italy*

London, 25 September 2019: Global exhibition organiser Easyfairs announces today its acquisition of a majority stake in high-end Italian packaging exhibition Packaging Première, which takes place on 26-28 May 2020 in Milan.

Packaging Première is a 'selective' exhibition dedicated to designers, luxury packaging manufacturers and international brands, held in the heart of Milan, the Italian hub of fashion and design and home to the headquarters of many of the world's leading luxury brands. It has grown exponentially since its launch in 2017, with the third edition in 2019 boasting 242 exhibitors, 13,000 square metres and 6,700 visitors, and focuses on packaging for fashion & accessories, cosmetics, wines & spirits, fine foods and other luxury goods.

The Easyfairs UK & Global team will work in partnership with Packaging Première's existing management team, which retains a stake in the event, and maintain the team in Italy to work alongside Easyfairs' wider packaging team in London to share expertise and competences to continue the exhibition's already impressive growth.

This becomes the 31<sup>st</sup> annual event in Easyfairs' growing packaging portfolio and follows other major acquisitions in recent years including ADF&PCD and the Pentawards. Easyfairs' existing global portfolio of packaging events runs across Europe and North America, with brands including Packaging Innovations, Luxury Packaging, Label&Print, Empack, ADF (Aerosol Dispensing Forum), PCD (Packaging of Perfume, Cosmetics & Design), PLD (Packaging of Premium & Luxury Drinks) and Pentawards.

The acquisition marks Easyfairs' first significant presence in the Italian market, which is a key territory for the luxury packaging market, complementing the ADF&PCD and PLD events in Paris, ADF&PCD in New York and the Luxury Packaging exhibition in London. The partnership will also enable further growth in Italy as a focus region for the international exhibitor organiser.

Matt Benyon, CEO of Easyfairs UK & Global, commented: *"We are absolutely delighted to bring this impressive event into our growing packaging portfolio; the quality of the exhibition and the market in which it operates has absolute synergy with the shows we run across Europe and represents the same values. We have a strong reputation already across the global packaging market, especially in Europe, and this helps us build that reputation further into Italy and will provide a springboard for other events and launches in this region. I am very much looking forward to working closely with the Packaging Première team to share best practices and develop this great event further."*

The Founder of Packaging Première Pier Paolo Ponchia will remain directly involved with the event, on both strategic direction and implementation of that strategy; he stated: *“I am very proud of what we have already achieved with this event, it is a special community with which I am delighted to be closely involved. The partnership with Easyfairs will enable us to take the show to the next level, by benefiting from a wider infrastructure and global network of events. I am very excited about the future of this collaboration!”*

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## About Easyfairs

Easyfairs organises and hosts live events, bringing communities together to visit the future.

The company currently organises 220 events in 17 countries (Algeria, Belgium, China, Denmark, the Emirates, Finland, France, Germany, the Netherlands, Norway, Portugal, Singapore, Spain, Sweden, Switzerland, the United Kingdom and the United States) and manages 10 event venues in Belgium, the Netherlands and Sweden (Antwerp, Ghent, Mechelen-Brussels North, Namur, Gorinchem, Hardenberg, Venray, Gothenburg, Malmö and Stockholm).

Easyfairs employs more than 750 people and generated revenues exceeding €171 million for its financial year 2018-2019.

Easyfairs strives to be the most adaptable, agile and effective player in the events industry by employing committed individuals, deploying the best marketing and technology tools and developing strong brands.

In 2018 Easyfairs was named Belgium’s “Entrepreneur of the Year®” and in 2019 it was named a “Best Managed Company” by Deloitte. The company is ranked 18th in the list of the world’s leading exhibition companies.

Visit the future with Easyfairs and find out more on [www.easyfairs.com](http://www.easyfairs.com).

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