



TIME & COST-EFFECTIVE TRADE SHOWS

**Press release – 22 March 2012**

### **PACKAGING, PROCESSING & LOGISTICS 2012**

easyFairs, organisers of over 20 successful pan-European packaging exhibitions, has regrettably announced the cancellation of its PACKAGING, PROCESSING & LOGISTICS exhibition. The event, which was due to take place at Dublin's Citywest on 16 & 17 May 2012, has not received sufficient interest and backing from the market to support a high quality event.

Matt Benyon, Managing Director of easyFairs UK & Ireland, said: "Having just run an incredibly successful packaging exhibition at the NEC in Birmingham, we have noticed a marked difference between the take up for our shows in the UK and Europe compared to the response we have received for the PACKAGING, PROCESSING & LOGISTICS show in Dublin. There is no doubt that the economy is challenging at the moment, but we have had to make this decision to best support our customers.

"We pride ourselves on producing events of the highest quality, and would not wish to run a show that we felt would not deliver a high enough return on investment for our exhibitors. Our initial research into the industry indicated that there would be the demand for a full supply chain event, but this hasn't transpired to produce enough committed exhibitors to put on a successful event that will fulfil their needs."

easyFairs UK & Ireland will be holding PACKAGING INNOVATIONS London on 4 & 5 October 2012 at the Business Design Centre in Islington, London, and its Packaging & Print portfolio event (incorporating PACKAGING INNOVATIONS, ECOPACK, CONTRACT PACK, PACKTECH and PRINT INNOVATIONS) on 27 & 28 February 2013 at the NEC in Birmingham. The 2012 edition of the latter, which took place on 29 February & 1 March 2012, showcased over 350 exhibitors, with over 4,500 visitors attending across the two days. For more information about both events, visit [www.easyFairs.com/UK](http://www.easyFairs.com/UK), or call +44 (0)20 8843 8800.

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For more information, please call Alison Church, easyFairs UK & Ireland,  
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#### **Notes to editors**

##### ***Forthcoming easyFairs Packaging Events***

- PACKAGING INNOVATIONS London 2012, will be taking place 4 & 5 October 2012 at the Business Design Centre, London, UK. For more information please visit: [www.easyFairs.com/PI-LONDON](http://www.easyFairs.com/PI-LONDON)
- The 2013 easyFairs® Packaging & Print Portfolio event ([www.easyFairs.com/PIUK](http://www.easyFairs.com/PIUK)) will take place on 27 & 28 February at the National Exhibition Centre, Birmingham, UK, incorporating:
  - easyFairs® PACKAGING INNOVATIONS 2013
  - easyFairs® PACKTECH 2013
  - easyFairs® ECOPACK 2013

- easyFairs® CONTRACT PACK 2013
- easyFairs® PRINT INNOVATIONS 2013

### **easyFairs® – Company Profile**

easyFairs® is Europe's leading organiser of time & cost effective trade shows. easyFairs® 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](http://www.easyFairs.com)

### **easyFairs® - At a Glance**

Core business:	Time & cost effective sales-focused trade shows
Headquarters:	Brussels, Belgium
Where easyFairs® 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:	210
Sectors served:	Agro, Automotive, Building & Construction, Business Services, Food & Catering, Graphic & Print, ICT & Internet, Maintenance, Measurement & Control, Instrumentation, Motion Control, Packaging, Pumps & Valves, Retail, Solids, Transports & Logistics, Welding
Shows:	100+ shows in portfolio For a list of shows see calendar on website
Website:	<a href="http://www.easyFairs.com">www.easyFairs.com</a>