

easyFairs® looks to grow 2012 Industry Week event in Ireland

Packaging Ireland and Transport & Logistics Ireland combine into Industry Week 2012

Having launched Packaging Ireland to great acclaim in 2009 and increased by 30% the number of exhibitors at the successful second show in 2010, easyFairs has a firm and on-going commitment to the sector, organising the only dedicated event of its kind in Ireland. The strength of these events, from Europe's leading organisers of sales events, was built not only on the unique group of exhibitors supplying cutting edge solutions, but also on the number and particularly the quality of buyers that the shows attracted.

With this in mind and despite a large quorum of innovative suppliers that remain committed to the 2011 event, the decision has been taken to postpone Packaging Ireland 2011 and the launch Transport & Logistics 2011 show, which were due to take place on 8 & 9 June, and include both shows within a new event, Industry Week 2012 that will take place at the RDS, Dublin in May 2012.

easyFairs' managing director, Matt Benyon comments, "At easyFairs we pride ourselves in organising trade shows that deliver substantial ROI for our exhibitors, which is why the two packaging shows to date have been so successful. Looking forward to 2012 with an improved market environment, Industry Week 2012 will encompass the broader industries of packaging, print, transport & logistics as well as plastics, which research suggests will better serve the sector and deliver business buyers in a better position to make purchasing decisions. It makes sense for all of our stakeholders to wait 12 months for stronger market conditions in terms of buying power and coupled with a broader based event, we are confident we'll attract the quality audience of buyers that our exhibitors expect."

Press information

Ref. Number: 03/2011 [London, 24 March 2011]

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“As a supporter of Packaging Ireland from the outset, including plastics and print in an Industry Week 2012 show would be of great interest to Repak and we would certainly look to support the new show again.”

Colm Munnely, Packaging Technology Advisor, Repak

“As publishers of the Irish Packaging & Print Yearbook & Directory incorporating the Packaging Ireland Show Guide, we are very keen to see the show develop and broadening the 2012 event will undoubtedly attract a new audience of buyers.”

Kathleen Belton, Director, Tara Publishing (inc. Retail News, Irish Packaging & Print Yearbook & Directory, Irish PharmaChem Yearbook & Directory and Food Ireland Yearbook & Directory)

Information about easyFairs®

easyFairs is Europe’s leading organiser of time & cost-effective 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

Contact

Declan Gane

Direct: +44 (0)20 8843 8815
Switchboard: +44 (0)20 8843 8800
Fax: +44 (0)20 1892 1929