

Antwerp, 17/09/2020

We would like to inform you about the current status of Empack 2020 in Mechelen (Brussels North).

As you now know, on 23 July, we received the approval of the National Security Council to restart trade shows as from 1 September subject to (i) strict compliance with the trade show protocol, (ii) the agreement of the local authorities and (iii) as long as the epidemiological circumstances allow it.

In recent months, Easyfairs has invested heavily to develop and provide all strict safety standards and procedures to make our trade shows even safer places to meet and do business. Not only in accordance with the exhibition protocol, but also with stricter health and safety regulations. This means that we are now able to organize our shows in a safer way than, for example, shopping activities in large shopping centers (pre-registrations of visitors, working with time slots, mapped out routes, mandatory wearing of a mouth mask, special cleaning and disinfection protocols, ...). Surveys also show that visitors are willing to visit our trade shows if these strict safety standards are observed.

However, in recent weeks we have received a lot of reactions from the market that exhibitors were concerned about the presence at a physical event in the Nekkerhal in Mechelen. We understand that exhibitors were doubting about the feasibility of Empack 2020 and would prefer not to participate.

The fact that the Netherlands is giving a negative travel advice for the Province of Antwerp also makes it difficult to set up a valuable Empack show on October 28 & 29, 2020. More than 20% of the visitors come from the Netherlands, just like many of our loyal exhibitors.

We want to serve our community and listen to the market. That is why we conducted a telephone and written survey with our exhibitors. The result was very clear: **100% of the exhibitors** prefer to postpone Empack by 1 year to October 2021, our traditional date. All these exhibitors have now officially **confirmed** their participation in the October 2021 edition.

As a show organization, we have no choice but to listen to our community and that is why, based on this market survey, we have decided to postpone Empack 2020 to **27 & 28 October 2021** in Mechelen (Brussels North).

We are convinced that together with exhibitors and partners we will once again organize a successful Empack exhibition in October 2021. Moreover, our trade shows are given an even more important place among our visitors in the post corona era. Easyfairs is of course also working on its future and is fully engaged in the development of online and hybrid events in addition to our traditional physical shows. In this way, Empack will also be prepared for the new normal.

If you have any questions, please do not hesitate to contact your contact person for further information. Thank you very much for your understanding and patience.

With best regards,

The Empack team