

PRESS RELEASE

Easyfairs Group acquires GameForce, strengthening its position as leader of pop culture events in the Benelux

Leading events company adds key gaming segment to its pop culture portfolio

Brussels, 20 November 2024. Easyfairs has been organising successful events such as FACTS, Heroes Comic Con, Made in Asia and Dutch Comic Con for years, under the HEROES umbrella brand. With the addition of GameForce, Easyfairs has strengthened its offering in the gaming sector, taking an important step forward in its growth strategy.

In October 2024, Easyfairs went big at Brussels Expo by adding GameForce to its own events, Made in Asia and Heroes Comic Con. As a gaming event, GameForce attracted an audience that closely matched and complemented the audience for Easyfairs' own events. By acquiring this gaming business, Easyfairs is now strengthening and broadening its position as market leader.

“Thanks to this acquisition, we have become the only relevant gaming event player in Belgium,” says Kenneth Verheyden, CEO of Easyfairs Belgium. “The addition of the gaming segment to our current pop culture events also offers great opportunities for advertisers in Belgium and the Netherlands.”

Heroes & GameForce: a perfect match

GameForce is clearly a perfect match for Easyfairs' Heroes events. The portfolio includes FACTS at Flanders Expo – which has now been going for more than 30 years – alongside the Brussels combo Made in Asia and Heroes Comic Con, and also the Heroes Dutch Comic Con event in the Netherlands.

“We are convinced that Easyfairs is the right partner to continue GameForce's growth,” states Steven Leunens, co-CEO of Unlocked. “Easyfairs' community-focused approach aligns perfectly with GameForce's values.”

Heroes events and GameForce are both warm community gatherings, at which it is possible to meet world-famous stars, pick up collector's items from hundreds of shops, attend themed activities and shows, and mingle with like-minded fans.

Future plans

“This formula gives everyone an appetite for more, both internally and with the tens of thousands of visitors,” says Anthony Audenaerd, Event Director of Heroes Belgium. “This qualitative addition will only make the whole event grow. There is a bright and exciting future ahead, both for the GameForce brand and for all Heroes events.”

The next edition of GameForce, Made in Asia and Heroes Comic Con will take place on 18 and 19 October 2025 at Brussels Expo. Made in Asia will take place on 7-9 March 2025. The Dutch GameForce event has no confirmed date so far.



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About Easyfairs

Easyfairs organises and manages events, aiming to bring communities together under the motto 'Visit the future'.

Today, Easyfairs organises around 110 leading events in 12 countries (Algeria, Belgium, Finland, France, Germany, Italy, the Netherlands, Portugal, Spain, Sweden, Switzerland and the UK). We also manage 8 event venues in Belgium, the Netherlands and Sweden (Antwerp, Ghent, Mechelen, Namur, Gorinchem, Hardenberg, Malmö and Stockholm).

Easyfairs wants to make life easier for its customers. We increase not only the return on investment, but also the return on time invested for professional communities. How? Thanks to our all-in formulas, cutting-edge technologies and customer-centric approach. Our progressive, digital mindset gives these communities the opportunity to network and do business all year round.

The Easyfairs Group has 820 dedicated employees, uses the best marketing and technology tools and develops strong brands that appeal to our stakeholder communities.

In 2024, and for the sixth year in a row, Deloitte awarded the Best Managed Company label to Easyfairs.

Visit the future with Easyfairs and discover more at www.easyfairs.com.

