



# ANTWERPXL

## EVENT MANIFEST

SHAPING THE FUTURE  
OF BREAKBULK

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Host sponsor

**Port of  
Antwerp**

by **EASYFAIRS**

# JOIN THE MOVEMENT

Following an incredibly successful 2019 launch, more and more of the industry is moving towards AntwerpXL for 2020...Why? Because we are more targeted and therefore more focused on the needs of the breakbulk cargo sector.

Here at AntwerpXL, we believe that an event targeted towards the breakbulk market should be just that; targeted, focused and niche. Like the breakbulk sector, we believe in customer centricity and customer care. We believe in reducing costs for both exhibitors and visitors alike, and in hosting an event at the heart of the European market that delivers a more targeted, global breakbulk cargo audience.

“ We’ve been impressed by the number of people at the show - a great mix of customers, prospects and suppliers. AntwerpXL has been big enough to be very productive without being impersonal - and we’ve met a lot of people. It’s also great for us to have a breakbulk event close to a major port; that’s what the industry wants and needs. It has been so easy for us to invite customers and easy for them to come. ”

**John Hawthorn, Director, Central Oceans**



**97%**

of exhibitors would recommend AntwerpXL



**96%**

of exhibitors were satisfied or very satisfied with the event



**92%**

of exhibitors say AntwerpXL is a must-attend event



**93%**

of visitors said attending AntwerpXL is important to their business

VERY FRIENDLY  
SPECIALISED  
WARM ATMOSPHERE  
GREAT EXPERIENCE  
OPPORTUNITY  
EXPERTS  
RELEVANT  
RIGHT PEOPLE  
GREAT PLATFORM  
ABSOLUTE SUCCESS  
EXCELLENT QUALITY  
GREAT NETWORKING  
WORTHWHILE  
HUMAN  
GOOD REPRESENTATION  
WELL ORGANISED  
PERSONAL  
LIKE COMING HOME  
GREAT FIRST YEAR  
BRILLIANT  
VERY IMPORTANT

- 2019 onsite attendee feedback

**21 - 23 APRIL 2020 | ANTWERP EXPO**

# WHO CAME TO THE SHOW?

AntwerpXL 2019 exceeded all expectations, with a total attendance of 3,189 from all sectors of the breakbulk industry.



**3,189**  
total attendance

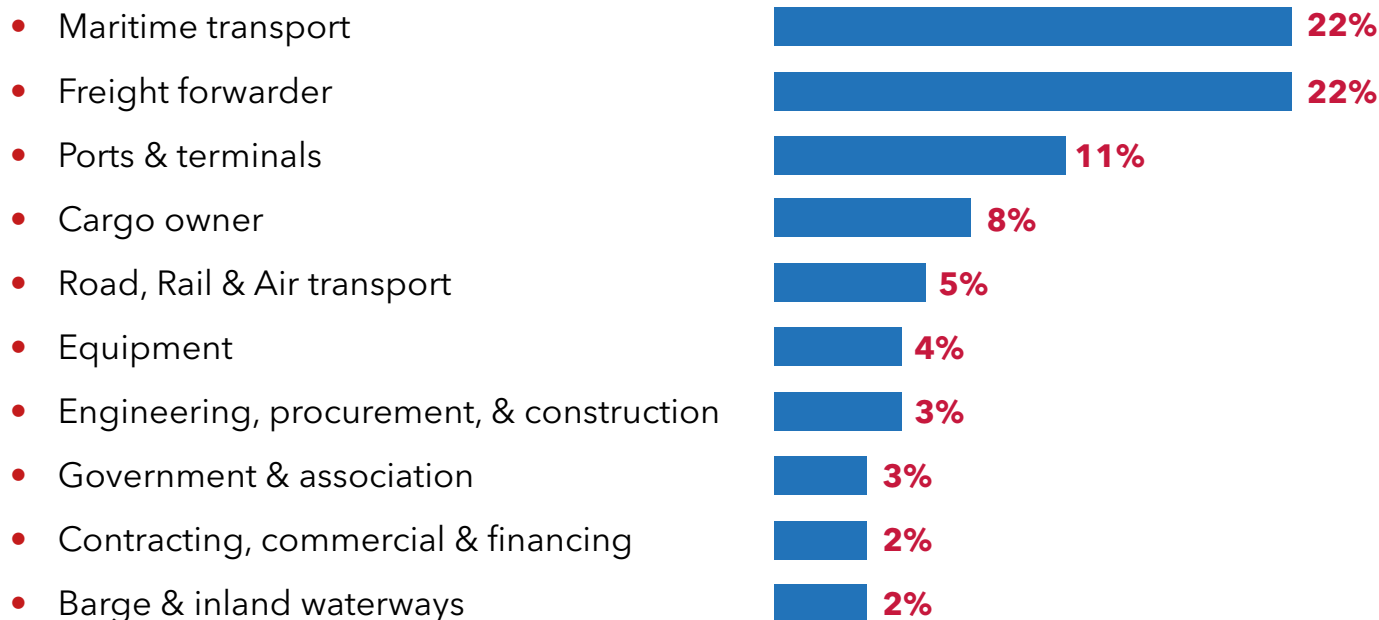


**76%**  
of visitors influence  
purchasing decisions

## CARGO OWNER INDUSTRIES

- Construction
- Oil & Gas
- Manufacturing
- Agriculture
- Infrastructure
- Engineering
- Chemicals
- Paperboard
- Machinery
- Renewable energy
- Metals

## PRIMARY BUSINESS



## CARGO OWNER REPRESENTATION FROM:



[www.antwerpxl.com](http://www.antwerpxl.com)

“ Perfect for networking and meeting potential new clients from all over the world. There's very good representation of the industry. From all the positive comments I think it will be even bigger next year. Awesome turnout for a first event. ”

**Annalize Krause, Owners Rep, Schulte & Bruns**

## KEY JOB FUNCTIONS

- Logistics
- Operations
- Project management
- Chartering
- Ports & terminal management
- Government
- Engineering
- Distribution

## TOP REASONS FOR ATTENDING

1. Networking
2. Find new suppliers
3. Learn from experts at the conference
4. Keep up with industry trends
5. Source new products

## A TRULY GLOBAL EVENT:

- 
- Angola
  - Argentina
  - Australia
  - Austria
  - Azerbaijan
  - Bangladesh
  - Belarus
  - Belgium
  - Belize
  - Benin
  - Brazil
  - Bulgaria
  - Cameroon
  - Canada
  - Chile
  - China
  - Colombia
  - Congo
  - Côte d'Ivoire
  - Croatia
  - Cyprus
  - Czech Republic
  - Denmark
  - Egypt
  - Finland
  - France
  - French Guiana
  - Gambia
  - Germany
  - Ghana
  - Greece
  - Hong Kong
  - India
  - Indonesia
  - Ireland
  - Israel
  - Italy
  - Japan
  - Korea
  - Latvia
  - Lebanon
  - Lithuania
  - Luxembourg
  - Malta
  - Moldova
  - Monaco
  - Morocco
  - Netherlands
  - Nigeria
  - Norway
  - Oman
  - Philippines
  - Poland
  - Portugal
  - Qatar
  - Romania
  - Russian Federation
  - Serbia
  - Singapore
  - Slovenia
  - South Africa
  - Spain
  - Sri Lanka
  - Sweden
  - Switzerland
  - Taiwan
  - Tanzania
  - Thailand
  - Turkey
  - Ukraine
  - United Arab Emirates
  - United Kingdom
  - United States

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# A STORMING SUCCESS

“ From the Tuesday evening onwards the visitor numbers were very good, but to be honest it's not the quantity of people that matters but the quality, and at this show it has been excellent! We've followed up with people and already we've had 50% ask for a quotation, which is a great sign that the right people have been at the show, and that they're in the market to buy. I only need a small amount of that to convert for the show to be worthwhile. ”

**Albert-Jan Ars, Commercial Manager, Katoen Natie**

“ AntwerpXL was a great platform, and a key meeting point to learn about upcoming trends and how Panalpina can proactively support its customers to stay ahead of the curve. Innovative new service solutions were presented which we will incorporate in our value proposal going forward! ”

**Enzo Philips, Head of Marketing & Sales, Panalpina**



**96%**

of exhibitors were  
satisfied with the  
event



**98%**

of exhibitors said the  
event is important to  
their business



**98%**

of exhibitors said they  
would recommend the  
event to a peer

“ The show has been an absolute success. Our customers in France have been particularly pleased that the show is in Antwerp, the location really works for them. I'm convinced that being at the show has improved my company's visibility in the market; by the end of the first day alone I'd seen the majority of my customers, who are based in France, which means I won't need to visit them for the next six months. And of course, we've seen prospects too. ”

**Philippe Goossens, General Manager, Lamberigts & A.Van Daelen**

“ Attendance has been great, and communication from Easyfairs has been good. I like the fact the show has come back to Antwerp, a strategic base for us. ”

**Christopher Barber, Senior Director, Sales & Marketing, American Roll-On Roll-Off Carrier**

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# ADVERTISING & PROMOTION

As the new kid on the block, AntwerpXL had to make a lot of noise to make sure the market knew that there was a dedicated breakbulk event hosting the industry's leading companies back in the hub of Antwerp. Through a rigorous marketing & PR campaign executed through a combination of targeted emails, newsletters, advertising, social media, mailing promotion and editorial, we made sure the right people heard about the show and what it could do for them.



Total pieces of coverage:

**43**



Total reach:

**350K**



Follow us on social media:

**#ANTWERPXL**

## ANTWERPXL WAS FEATURED IN:



Flows



GlobalTrade



[www.antwerpxl.com](http://www.antwerpxl.com)

# 2019 EXHIBITORS INCLUDED:



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# YOU SAID, WE LISTENED! WHAT'S NEW FOR 2020



## BIGGER SHOW, SAME FOCUS

Due to popular demand for stand space, we have expanded the floor plan for next year's event. But fear not, the focus on breakbulk will remain, offering greater choice and flexibility in the same niche market.



## BRINGING THE WORLD TO ANTWERP

To ensure AntwerpXL continues to serve the global breakbulk market, next year will see an even greater audience of international visitors and exhibitors taking part.



## SHAPING THE FUTURE

This show is all about looking to the future of breakbulk. That's why next year's event will strive to present the most exciting new innovations and technology from in and outside the breakbulk industry.

# MEET THE ANTWERPXL TEAM

## SAVE THE DATE FOR NEXT YEAR

21 - 23 APRIL 2020 | ANTWERP EXPO



## FOR MORE INFORMATION, GET IN TOUCH:



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