

Job Summary Report

Current Date and Time: 19 August 2026 at 00:32

Marketing Coordinator Tradefairs (f/m/d)

easyFairs Switzerland GmbH

Company Contact Information

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Job Metadata

Job Source	URL - https://www.jobs.ch/en/vacancies/detail/4571524d-368a-4f9d-a1fa-c988c037100a/
CV Used	Muster_2_CV_DE.pdf
Job Location	Le Grand-Saconnex, GE, Switzerland
Application URL	https://jobs.easyfairs.ch/jobs/8214399-marketing-coordinator-tradefairs-f-m-d

AI-Enriched Company Information

Company Overview

easyFairs Switzerland GmbH is part of the Easyfairs Group, a rapidly growing international event company that creates unique networking and business platforms, both live and online. The Group organizes over 200 events annually across Europe, aiming to be the foremost pan-European event organizer and ranking among the top 20 exhibition organizers worldwide. [1, 2, 3, 4] Easyfairs focuses primarily on B2B events (90% of their portfolio), serving various industry verticals including packaging & logistics, manufacturing, industrial processing, hospitality, and construction. Beyond organizing events, the Group also manages 8 event venues in Belgium, the Netherlands, and Sweden. [2, 5, 6] Their unique value proposition lies in their customer-centric approach, leveraging advanced technology (including AI like matchmaking algorithms) and an 'all-in' formula to maximize return on investment and time for participants. They are committed to sustainability, talent management, and being an innovator in the events industry. [2, 4, 5, 7, 8]

Industry and Market Position

Event Management, specializing in organizing and hosting exhibitions, trade fairs, conferences, and business-to-business (B2B) events across a diverse range of industry sectors.

Company Size and Revenue

The Easyfairs Group employs 900 team members from 37 nationalities globally. In the financial year 2023-24, Easyfairs Group's revenue was €229.3 million.

Financial Health

- Profitability: The Easyfairs Group is profitable, with recurring EBITDA reaching €52.3 million in the financial year 2023-24, a 47.1% increase from €35.5 million in the previous year. The

EBITDA margin improved from 18.7% to 22.8%. The company also reinvests 80% of its profits into future projects. [4, 12, 13]

- Recent Earnings: For the financial year 2023-24, Easyfairs Group reported revenues of €229.3 million, representing a 20.8% increase from the prior year's €189.8 million. Recurring EBITDA for the same period was €52.3 million. [4, 12]
- Growth Indicators: Easyfairs has shown sustained growth with 15 years of double-digit year-on-year organic and non-organic growth. They achieved organic growth of 22.9% in FY 2023-24, marked by significant growth in event volume and new trade fair launches. [4, 12, 14]
- Stability Rating: Strong
- Financial News:
 - Strategic investment from Cobepa and Inflexion announced in 2024 to accelerate growth through new events, geo-cloning, and M&A opportunities.
 - The company has demonstrated a strong post-COVID rebound and consistent double-digit organic growth.

Founded: easyFairs Switzerland GmbH was established in 2004. The parent Easyfairs Group was also founded in 2004. [2, 9, 13]

Headquarters: The headquarters of the Easyfairs Group is located in Brussels, Belgium. easyFairs Switzerland GmbH has its registered office at Kägenstrasse 17, 4153 Reinach, Switzerland, and maintains an office in Le Grand-Saconnex (Geneva), Switzerland. [2, 9, 15, 16]

Company Culture and Values

Easyfairs fosters a culture characterized by openness, team spirit, and mutual respect, and has been certified as a "Great Place to Work" in regions including Switzerland. The company emphasizes professional and personal development, providing opportunities for continuous learning and career growth. They promote a culture of creative intrapreneurship, encouraging employees to experiment and learn from mistakes. [19, 20, 21, 22] Work-life balance is supported through flexible working patterns, home office options, remote working, and 30 days of holiday. Easyfairs values diversity, equity, and inclusion, ensuring a welcoming environment regardless of age, gender, sexual orientation, heritage, or religion. [19, 23, 24]

Values and Tone

Easyfairs' core values include "nurturing talent" and "having fun," believing that the journey is as important as the destination. They describe themselves as "industry disrupters, growth enablers, business catalysts, impact makers, and community builders," aiming to provide unique and transformative experiences. The company is driven by passion, ambition, dynamism, and a commitment to excellence, fostering an agile mindset among its team members. [3, 20, 21, 22]

Recent News and Developments

- In 2025, Easyfairs was awarded "Best Managed Company" by Deloitte for the seventh consecutive year, achieving Platinum status.
- Easyfairs Group has been consistently recognized among the top 20 exhibition organizers worldwide by the STAX ranking.
- The company received the UFI HR Award in both 2017 and 2023, acknowledging its successful and innovative HR initiatives.
- Easyfairs announced new global policies in January 2026, covering fraud prevention, inclusion and belonging, environmental responsibility, and health & safety.
- Easyfairs released its second sustainability report in March 2026, reaffirming its commitment to responsible events.

- New event launches and acquisitions have been a focus, including a new electronics development trade fair series in Germany (All About Electronic Solutions, debuting September 2027) and the acquisition of Xpo Group, adding 61 events.

Competitors

- QED Brussels
- Elite-Events
- Eventflare

Why Work Here

Working at easyFairs Switzerland GmbH offers a varied, meaningful, and responsible role within an international environment. Employees join a highly motivated, dynamic, and international team that enjoys its work and benefits from an excellent working atmosphere. [24] The company provides flexible working conditions, including mobile and flexible workspaces, home office, remote working, 30 days of holiday, and flexible hours. There are ample opportunities for professional and personal development through comprehensive training programs. [24, 27] Easyfairs is dedicated to fostering a supportive and caring culture where creative intrapreneurship is encouraged, and performance is recognized and rewarded through bonuses and other incentives.

Interview Tips

- Based on candidate feedback, the interview process at Easyfairs is generally favorable and considered to be of easy difficulty.
- The process typically takes about one to two days.
- Given the company's culture, highlighting teamwork, adaptability, enthusiasm for events, and a proactive mindset would be beneficial. Mentioning any experience with creative problem-solving or process improvement could also be advantageous. [19, 20, 21, 22, 24]

Strategic Goals and Direction

Easyfairs' strategic direction is centered on becoming the foremost pan-European event organizer, with a strong focus on sustainability, technology, and talent management. They aim to expand their market presence through "geo-cloning" – replicating successful event formats in new geographic markets – and strategic acquisitions. The company is investing in digital transformation, utilizing technologies like AI (e.g., matchmaking algorithms) to enhance customer experience and personalize event engagements. [4, 5, 12, 14]

Additional Trends and Information

Key trends include a strong post-COVID rebound, significant organic growth, and an aggressive strategy for acquisitions and international expansion through geo-cloning. There is a growing emphasis on digital innovation, with the integration of AI and advanced data analytics to improve event experiences and efficiency. Sustainability is a major focus, with commitments to environmental policies and achieving net-zero carbon targets, as evidenced by recent reports and initiatives.

Sources and References

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Google Search

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