

## PRESS RELEASE

**March 2017**

For immediate release



### **EDANA SIGNS CONTRACT WITH PALEXPO FOR THE ORGANISATION OF INDEX™20 IN GENEVA Following a comprehensive comparison of offers involving six European cities**

---

**20<sup>th</sup> March, 2017 – Brussels, Belgium** – After a six-month long process, EDANA has signed an agreement for the organisation of INDEX™20 in Geneva with Palexpo SA, the winner among three shortlisted professional exhibition organisers out of the five originally invited to submit a proposal.

Altogether, the three finalists were proposing to host INDEX™20 in a range of exhibition halls located in six different European cities. The proposals were subjected to a wide range of evaluation criteria, which included the value, quality and services for the exhibitors; the quality, originality and comprehensiveness of the proposed marketing plans; the ease of access by the 12,000+ visitors and exhibitors; the quality of the facilities, and the support to EDANA's mission and vision.

Palexpo's offer to host INDEX™20 in Geneva was declared the winner by the Board of Governors of EDANA.

"In general, outstanding ideas were brought forward, with valid proposals to take INDEX™20 to another high after the resounding successes of the 2014 edition and INDEX™17, which is already now confirmed as the largest ever nonwovens exhibition. "EDANA has chosen Palexpo because we trust the new Palexpo team to ensure continuity, innovation and competence" said Pieter Meijer, Director of Sales, McAirLaid's, and chairman of EDANA's Exhibition Advisory Board.

"It is with great pleasure that we learned that our proposal had met the approval of EDANA's Board, and we are most honoured to continue working hand-in-hand with EDANA to make the 13th edition of this exhibition in Geneva, which is the world's leading event in its field, a great success" said Claude Membrez, General Manager, Palexpo.

Most importantly, ongoing benchmarking comparing the exhibition rental costs at INDEX™ with similar industry fairs continues to confirm the excellent position of INDEX™, both vis-à-vis other

European trade shows as in comparison with IDEA and ANEX, which are the only US and Asian nonwoven exhibitions in the traditional three-year cycle rotation between the three continents.

“EDANA is committed to continue to offer its member companies a wide range of high level services and benefits. Organising successful industry events is clearly in line with our mission to provide global leadership in creating an environment beneficial to the nonwovens and related industries’ sustainable and profitable growth” said EDANA’s chair Martin Rapp, Senior Vice-President & Composite Fibers Business Unit President, Glatfelter

INDEX™20 will take place in Geneva, Palexpo on 31 March to 3 April 2020. For more information, visit [www.index17.org](http://www.index17.org)



#### **About INDEX™**

Bringing together key players from every dimension of the innovative world of nonwovens, INDEX™ is the largest global meeting place for the nonwovens market, its suppliers and customers. The next edition of this event will take place at PALEXPO, in Geneva from 4th – 7th April 2017.

Taking place every three years, this dynamic event brings together an expected 12,500 trade visitors from over 100 countries to see the products and services displayed by a record 650 exhibitors (an increase of more 10% on the previous edition) from over 40 countries, on more than 23,000m2 net of stand space.

INDEX™ is the premier industry platform, where senior industry professionals from around the world come together to seek competitive insights, learn about the latest technologies and network, for four days of intensive and rewarding business activities.

#### **INDEX™ history**

- Founded in 1973 (Basel)
- 3 editions in Amsterdam (1976, 1978, 1981)
- 11 editions in Geneva (1984-2014)

For more information visit [www.index17.ch](http://www.index17.ch)



### **About EDANA**

EDANA serves more than 250 companies across 36 countries in the nonwovens and related industries, helping its members to design their future. The Association's mission is to create the foundation for sustainable growth of the nonwovens and related industries through active promotion, education and dialogue. Information about upcoming events can be found at [www.edana.org](http://www.edana.org)

For further information please contact:  
Natacha Defeche, Marketing & Member Engagement Director  
Telephone: +32 2 734 93 13  
E-mail: [natacha.defeche@edana.org](mailto:natacha.defeche@edana.org)  
Website: [www.edana.org](http://www.edana.org)