

Rebranding April 2017

European Business Press SA has announced that its leading Pan European B2B titles will be rebranded to **eeNews Europe** for the news channel (formerly EE Times Europe) and **eeDesign Europe** for the Design channel (formerly EDN Europe).



The move follows the acquisition of EE Times and EDN in the USA by Aspecore a division of Arrow who have decided to end the long-term licence agreement that UBM the former owner of these publications had entered with EBP back in 2006.

As of April 2017, the EE Times Europe and EDN Europe brands will no longer be supported by EBP and our new brands **eeNews Europe** and **eeDesign Europe** will benefit from our unique data bases of readers and websites. All editorial staff, administrative staff and sales team remains with the new brands, assuring a smooth transition to the new titles.

Except for the change in titles, nothing will change for advertisers who will continue to benefit from the best publications in Europe to reach their target audience and from effective web sites. The old URLs will transparently forwarded to the new URLs www.eenewseurope.com and www.eedesigneurope.com.

The other publications including MWEE with its associated web site www.mwee.com and our other websites www.smart2zero.com and www.eetsearch.com will remain unaffected by these changes.

Opportunities for European Business Press:

Being independent from the EETimes and EDN brands which are now owned by one of the major distribution companies allows EBP to reinforce its position as the leading independent B2B publisher dedicated to the electronics industry in Europe. This independence is of very high value to most



distributors as well as major components manufacturers who want to make sure their data is protected.

About European Business Press:

Incorporated in Belgium in 1997 European Business Press SA has been a major channel to reach a highly-qualified audience across Europe for almost 20 years. EBP fully own all their data bases, have leading edge production services and in-house ad serving capabilities and are best positioned to help manufacturers and distributors get their marketing message to their key audience in print, digital, online and custom products.



European Business Press SA
533 Chaussée de Louvain, 1380 Lasne, Belgium
Tel: +32 2 740 00 50