

Elektor Expands Reach with Strategic Acquisition of European Business Press SA

Aachen, January 2024 – Elektor International Media BV (Elektor), distinguished publisher in the field of practical electronics and hands-on solutions, is delighted to announce the acquisition of Brussels-based European Business Press SA (EBP), the leading publisher in the B2B electronics sector in Europe. This acquisition is a key part of Elektor's strategy to gradually expand its influence and expertise in the global electronics publishing sector, enhancing its offerings to the B2B audience and clients.

Both Elektor and EBP will continue to operate independently with their current teams. This transition promises to maintain business continuity while fostering gradual growth and collaboration. The expanded organization, with offices in The Netherlands, Germany, and Belgium, will be spearheaded by Erik Jansen, Managing Director of Elektor. Jansen will also take over as Publisher for eeNews Europe, following André Rousselot's retirement after an impressive 42-year career in publishing. Rousselot will assist as a consultant throughout 2024 to support a smooth transition.



Erik Jansen of Elektor (left) and André Rousselot (right) sealing the acquisition agreement with a handshake.

"We are excited to welcome EBP into the Elektor family," said Jansen. "This acquisition aligns perfectly with our strategy to broaden our reach in the B2B electronics publishing market." Rousselot commented, "I am confident that Elektor's skilled team is well-equipped to lead EBP into a new era of growth and success."

Under Elektor's ownership, EBP's existing global sales organization will remain in place, and EBP's talented editorial team will continue its exceptional global electronics industry news coverage and market analysis. The combination aims to capitalize on mutual strengths, focusing on opportunities such as traffic and database growth, and leveraging the broader support from the Elektor team. "We anticipate a synergistic relationship between these two entities, driving forward our vision for the future," added Jansen.

For more information about Elektor International Media BV and EBP, please visit www.elektormagazine.com and www.eenewseurope.com, respectively.

About Elektor International Media BV - Elektor is a leading publisher specializing in electronics for engineers, pro makers, and students. Elektor's portfolio includes Elektor Mag, a wide range of electronics-related books, diverse digital content, innovative Elektor-branded electronic products, and a broad selection of high-quality electronic components, kits, and lab equipment available through the Elektor Store.

About EBP - EBP is renowned for its Pan-European publications and websites, including eeNews Europe and its vertical channels (Analog, Automotive, Power Management, and Embedded), MWee focusing on Microwave and RF, and ECI Electronique, a French language publication dedicated to the French market.

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