

a4uexpo Europe returns to Amsterdam in July 2013

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Performance marketing's biggest conference is back in the Netherlands from the 2nd-3rd July next year

Bristol, UK - 3rd December 2012 - [a4uexpo Europe](#) has unveiled the date and location for its pan-European performance marketing conference and exhibition next year. The event will be taking place in the Netherlands' capital, Amsterdam, on the 2nd and 3rd of July 2013.

Amsterdam's well known to be the financial and business capital of the Netherlands, which makes it a perfect destination for a4uexpo Europe. The event will be looking to build on the 800+ delegates, 40 sessions and 36 exhibitors that graced the Palau de Congressos in Barcelona this year.

Three years have passed since the European event last ventured into the Netherlands, the 17th largest economy in the world and 10th in GDP (nominal) per capita. It was also ranked as the "happiest" country on the entire planet according to research published by the OECD last year.

Delegates will be given the chance to network with native performance marketers who have helped the Netherlands achieve strong online sales in 2012. The turnover in products and services via the internet increased during the first half of 2012 to €4.61 billion, which is a 9% growth compared to the same period in 2011.

E-commerce is booming in the Netherlands. Statistics Netherlands discovered that nearly 80% of the country's internet users purchased goods online in 2011. The same research found that 72% of internet users who purchased goods online in the preceding three months, the so-called frequent e-shoppers, exclusively bought new goods.

A4u's own European Affiliate Landscape Report 2012 showed the Dutch country as one ripe for expansion. The UK currently leads France, Germany and Spain as regions targeting the Netherlands. It backs up what we've been seeing as companies like Vouchercloud make a move into the market.

Don't miss out on this ripe market. Make sure you save the date and take advantage of the growing Dutch economy. Europe's premier performance marketing conference is back in Amsterdam, Netherlands on the 2nd and 3rd of July.

Sarah Parsonage, Managing Director of Existem Events, the company behind a4uexpo Europe had the following to say about the Amsterdam conference and exhibition:

"The decision to return to Amsterdam for our fifth pan-European conference was partly due to the noticeable gains in the Dutch market since it was our host country for a4uexpo Europe in 2009. It's also a well-connected location enabling international delegates to attend the largest Performance Marketing conference on European shores."

"Amsterdam is a fine city, one that lends itself to opportunity on a global level. The upsurge of performance marketing in the Netherlands will go hand in hand with the ability to make global connections at a4uexpo Europe. We're excited about welcoming delegates to Amsterdam in July 2013."

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For more information about the a4uexpo Europe, please contact Sarah Parsonage on +44 (0) 1172 033011 or email events@existem.com

About a4uexpo Europe

a4uexpo Europe 2013 will see in excess of 900 delegates come together in Amsterdam, to learn, share knowledge, network and be at the forefront of digital evolution. Join us for 30+ interactive conference sessions covering the very latest in performance marketing. Top industry experts will lead sessions on a wide spectrum of topics and debate including search, display, affiliate, mobile, retargeting, email, social, mobile, video, m-commerce, f-commerce, e-commerce and more!

All this, alongside two days of a multitude of networking opportunities, value-add features, an incredibly lively exhibition floor and all those added extras that make up the rich tapestry of an A4u event.

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