



EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE

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Media release

EXHIBITION INDUSTRY ALLIANCE RENEWED AND STRENGTHENED – GLOBAL EXHIBITIONS DAY 2018

EMECA and UFI renew and strengthen the European Exhibition Industry Alliance

EMECA, the European Major Exhibition Center Association, and UFI, the Global Association of the Exhibition Industry, have agreed to extend the European Exhibition Industry Alliance (EEIA), which aims to represent the interests of the exhibition industry to EU stakeholders in Brussels.

The joint agreement has been extended for another three years and given increased resources. Barbara Weizsäcker will continue as Secretary General.

“Since it was founded in 2012, the EEIA has been the voice of the European exhibitions and business events industry, successfully advocating our industry’s issues, while fostering dialogue with policymakers and officials. We are very pleased that support will continue for the next three years, and delighted to share this news at the Global Exhibition Day celebrations,” comments Corrado Peraboni, UFI President.

“The EU-funded Business Beyond Borders project has already demonstrated how relevant this cooperation is – both on an advocacy level as well as a practical level. EMECA fully supports this shared effort and looks forward to the future,” says Claude Membrez, EMECA President.

Background Information

About the European Exhibition Industry Alliance (EEIA)

The European Exhibition Industry Alliance represents nearly 400 European exhibition organisers and venue operators in Brussels to the European institutions and stakeholders. These trade fairs and exhibition players are organised in UFI, the Global Association of the Exhibition Industry and the European Major Exhibition Centres Association EMECA. Founded in 2012, its aim is to represent the common interests of the European exhibition industry to European Union institutions and other relevant stakeholders in Brussels. It promotes the impact of the sector, monitors EU issues and advocates the sector’s common interests to maintain a favourable operating environment within the EU and globally. For more information please visit: www.exhibition-alliance.eu www.ufi.org www.emeca.eu

About Business Beyond Borders (BBB)

Business Beyond Borders, is a European Commission initiative to help businesses, in particular SMEs and Clusters, to operate internationally with the ultimate goal of increasing economic growth within and outside Europe. By implementing matchmaking events for Business to Business (B2B) and Cluster to Cluster (C2C) at international trade fairs around the world, European businesses can benefit from this opportunity to grow across borders with a complete package of professional support. The target markets outside of Europe are Australia, South Africa, India, Chile and Iran. All details at:

www.businessbeyondborders.info

Media Contact

Barbara Weizsäcker
Secretary General
Rue de l'Amazone 2
1050 Brussels – Belgium
Tel: +32 2 535 72 50
Email: barbara.weizsaecker@exhibition-alliance.eu