



***Dear colleagues, dear friends of EVVC,***

there are dialogues that impress me deeply. One Saturday, I volunteered for a good cause, standing in a booth at the Lübeck shopping mall – we were selling ducks to improve the prevention of violence at schools. A young boy with his Mum stopped in front of me, and he said: “My classmates keep picking at me, but I will learn what I can do about it.” Then the boy grabbed his pocket money to adopt a duck. I wished him the best of luck, and that the duck may bring him all the courage he would need.

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I really enjoy connecting with people, especially, when I can speak on behalf of our event industry. We should never get tired to professionally position ourselves in the right spot. Earlier this month, during the ‘Parliamentary Evening’ of the Federal Association of the Tourism Industry, I once again got the opportunity to take the stage – with fresh memories of the successful EVVC presentation at the Tourism Committee of the German Bundestag still on my mind.

Once again, Members of the Parliament were very interested to hear about our political requests: The event sector needs full access to federal funding for energy-efficient renovations at our venues, and the general flexibility with work hours is long overdue. Both of our requests were applauded and found approval!

When will you begin a dialogue with me? Our upcoming EVVC Conference, taking place at the Congress Center Rosengarten in Mannheim, in September, will make a great opportunity to do so. I hope that you have already RSVP’s and marked September 15 – 17, 2019 in your calendar. This year’s program is titled “Trust creates Opportunities”. Have trust in the EVVC – and enter an in-depth exchange with your colleagues from across Germany, Austria, and Switzerland.

I already look forward to seeing you all in Mannheim!

My very best,

Ilona Jarabek  
President

## ASSOCIATION - *Strong voice of the industry*



### EVVC Stating Political Goals in Berlin

EVVC European Association of Event Centers eV President Ilona Jarabek (CEO at MUK Music and Congress Hall Lübeck) addressed specific requests to Federal politics with the representatives of the German Federal Government's Tourism Committee, as well as participants of the tourism political dialogue of the SPD (Social Democratic Party) and Parliamentary Evening of the BTW in Berlin.

In her statement, Jarabek criticized the fact that the significance of the event industry is not fully recognized by politicians. In the Federal Government's current draft of a national tourism strategy, for example, the event sector is not mentioned, neither is the funding program for energy-efficient building renovation. According to Jarabek, both will have to change: "We are asking for more attention from politics". In addition, Jarabek expressed the desire for enhanced flexibility with work hours, along with overall less bureaucracy.

As part of their meeting on May 15, 2019, the members of the Tourism Committee of the German Bundestag turned their attention to the needs of the corporate travel and meeting industry. In addition to EVVC President Ilona Jarabek, Dr. Peter Neven, CEO at AUMA, and Christoph Carnier, President of the German Travel Management Association (VDR), addressed their requests to politicians.

Afterwards, Jarabek and EVVC Managing Director Timo Feuerbach advanced this communication as part of the tourism-political dialogue of the SPD on a national level. Roughly 60 representatives from the tourism industry came together to discuss their concerns and needs with SPD representatives.

The traditional Parliamentary Evening of the BTW, Federal Association of the German Tourism Industry eV, took place on June 03, 2019 in Berlin, providing a platform for communication and networking between top representatives of the tourism industry and federal politicians.

Ilona Jarabek took the opportunity to urge politicians to recognize the role of event venues as important location factors, as well as an active contribution to urban development. "Event venues could do much for environmental protection, if they would be explicitly listed as eligible applicants in the Municipal Directive."

[www.evvc.org](http://www.evvc.org)



### CIM-Interview with Timo Feuerbach: "Become more visible as an industry"

Timo Feuerbach is the new Managing Director and chief of EVVC's head office. The team player focuses on three pillars: networking, interest representation and services.

#### CIM: Who is Timo Feuerbach?

Timo Feuerbach: I am someone who wants to make a difference, am ambitious and eager to knuckle down and get things done in a team. I love it when good ideas become reality. Besides, I like working in a team, I'm not a loner who broods in seclusion and does everything to push his own ideas. In private, I'm also a team player in my local football team - TSG Ober-Wöllstadt - but go running on my own to compensate. As the TSG's youth officer I know all about volunteering, so I'm actively involved in association work both in private and in my job.

#### What is an engineer doing in the meetings industry?

After finishing my studies I worked as a conference manager for two years, so I've come full circle with the EVVC. Then I landed at the German Engineering Federation (VDMA) - in the world of associations. After ten years there and a job in logistics, it was finally time for something new. I knew the event industry with local sponsorships but lots of action from the perspective of a customer and am happy to contribute my experience now. Europe is also a matter of great concern to me.

#### How can you use your many years of association experience for the EVVC?

In the past I learnt to work with volunteers and explore what measures produce what benefits. The value of association work is all about give and take. In my experience, it is okay not to please everybody as long as all aspects are considered in the decision-making process.

**What are the three greatest challenges?**

First of all, finding the right balance between fast-paced innovation and the role of the association as a reliable partner and pillar of strength. After all, the EVVC has been completely restructured with new statutes and a new division of tasks between volunteers and full-time staff. Plus, the anxiety people feel about digitisation. For me, this is not an end in itself, but needs to make sense and be implemented sensibly - both in the association and among its members. Making member benefits even more transparent is challenge number 3. This is achieved through a threefold focus on networking, interest representation and services.

[Read more](#)

[www.cimunity.com](http://www.cimunity.com)

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**Save the date**

September 15 – 17, 2019

Management Conference, Mannheim

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**INTERNATIONAL** - *See the international picture*



**Switzerland: Reflecting on Trade Show Year 2018**

Last year, the trade show venues and organizers represented by the industry association EXPO EVENT conducted a total of 193 trade shows across Switzerland. With a total of 1,826 days, those trade shows occupied 2.9 million square meters of exhibition space. Combined with the events and conferences that accompany these trade shows, 4.3 million square meters of exhibition space was occupied on 3,557 days. The overall revenue of this industry increased to CHF 766.7 million. In 2018, trade show locations and organizers employed a total of 1,565 people throughout Switzerland. The exhibition space offered in permanent halls was 463,406 square meters, which is the equivalent of about 65 soccer fields.

Every year, statistically relevant data is collected and consolidated by the about 20 trade show venues and organizers. The trade shows are divided into three groups: General consumer shows (B2C), such as BEA, OLMA, LUGA, HIGA (total of 19 trade shows), themed consumer shows, such as Auto Show, Vacation-, Health-, Housing-, and Leisure shows (total of 114 shows), and professional trade shows (B2B), such as Prodex, Swiss Plastics, ILMAC, or AMX (total of 60 shows).

[expo-event.ch](http://expo-event.ch)

**INDUSTRY** - *See the bigger picture*

2018 



**Trade Show Year 2018: AUMA Publishes Annual Report on Trade Show Industry**

In its recently published annual report “The Trade Show Industry: 2018 Report”, AUMA provides a summary on last year’s trade show year. Topics include the development of the industry in Germany and abroad, as well as an industry outlook. In addition, the report highlights AUMA’s efforts as the Association of the German Trade Show Industry.

The report “The Trade Show Industry: 2018 Report”, along with charts “Trade Show Data 2018” is available at AUMA, or downloaded for free at [www.auma.de/Publikationen](http://www.auma.de/Publikationen).

[www.auma.de](http://www.auma.de)



## Three Years micelab:bodensee: Important Driving Force for the Event Industry

Since its inception in summer 2016, micelab:bodensee has evolved as the driving force for the event industry in the German-speaking region. After expiration of EU funding, the network continued the platform as an independent association, with Schloss Marbach becoming a member. The annual research module and the book series remain to be the central pillars. Unlike in the past, the learning modules are available to everybody, who is interested. The next research topic is called "Chaos and Order".

So far, in the research modules micelab:explorer 40 experts from different fields have delivered impulses on topics, such as 'fear & trust', 'eros & resonance', and 'I and us'. "Hardly anyone in the event industry explores existential topics of humanity, drawing the connection of how it would make events more lively and effective," explained Michael Gleich, who curates micelab:bodensee together with Tina Gadow.

[www.micelab-bodensee.com](http://www.micelab-bodensee.com)

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