



FOR IMMEDIATE RELEASE

THE INTERNATIONAL FEDERATION OF EXHIBITION AND EVENT SERVICES (IFES) MOVES ITS HEADQUARTERS TO BRUSSELS

Brussels, Belgium (November 2, 2004) – The International Federation of Exhibition and Event Services (IFES) takes a new step in the growth of its organization by moving its headquarters from Germany to Brussels. The move is effective as of November 2.

“Our industry faces tremendous challenges today. Customers see a continued value in the exposition industry, but request more value for less cost. This can be achieved by sharing knowledge and resources worldwide. International knowledge and partnerships will be the key IFES value for international growth of our members”, explains Larry Kulchawik of Derse Exhibits – Chicago, who has been president of IFES since June 2004. “IFES selected Kellen Europe, a professional association management company, to manage IFES from Brussels. Kellen Europe is well versed in providing leadership to leading organizations like IFES. This will provide the best opportunity for IFES to flourish.”

“We are truly looking forward to assisting the companies active in the exhibit industry with their international business. This aim can only be achieved while working closely together with the IFES member associations. The Kellen Europe team will focus on making the IFES slogan “Sharing Knowledge” become a reality”, says Katrijn Otten, who will assume the position of Executive Director of IFES.

One of the hot topics at the October IFES Board meeting was the preparation for EuroShop, the triennial exposition for the trade show industry, that will occur in February 2005 in Dusseldorf, Germany. EuroShop is the exhibition industry’s largest event and draws over 60,000 visitors to see the latest in exhibit products and design trends. “IFES will be represented and the IFES Board is collectively planning on making the IFES booth the international contact point for the show. People can formally and informally meet colleagues and friends from all over the world,” underlines Larry Kulchawik.

-----**About IFES**-----

IFES is comprised of 15 national trade associations representing exhibit designers, producers and service providers.

The purpose of IFES is to promote the commercial, professional and socio-political interests of its country member associations on an international level.

For more information, visit www.ifesnet.com

-----**About Kellen Europe**-----

Kellen Europe, formerly known as Ernst & Young Association Management, provides association management, strategic advice, communications, government affairs, benchmarking studies, internet services and other professional advice to associations and corporations worldwide.

Over the last 15 years, Kellen Europe has gathered considerable expertise that enables the company to rapidly anticipate the needs of emerging or existing associations and to provide tailored organizational solutions.

For more information, visit www.kelleneurope.com.

Contact:

Katrijn Otten

E-mail: IFES@kelleneurope.com

Tel: +32 2 774 96 35