



International Federation of Exhibition & Event Services

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Vienna became the global capital of Live-Marketing ***The international exhibition and event industry met at the IFES*** ***World Summit 2015 Vienna***

More than 270 Live-Marketing specialists of 37 countries foregathered in the HOFBURG Vienna from June 24th-26th to “Share Business”. This year’s IFES World Summit 2015, organized by the world association of the exhibition and event industry IFES (International Federation of Exhibition and Event Services) in cooperation with I.M. Austria (Association of Live Marketing Specialists in Austria) offered them the perfect platform.

According to the motto "THE NEXT LEVEL" the delegates benefited from top-class speeches and discussions about environmental awareness, international market opportunities, innovative and sustainable management based on success stories of global market leaders as well as Green Meetings and Events. **DI Dr. Georg Pölzl, CEO of Österreichische Post AG**, showed the way to Green Logistics; **Paul Woodward (Managing director of UFI)** and **Simon Damböck (FAMAB Stiftung)** talked about current sustainability trends in the exhibition and event industry; and the **“Backstage report of the 60th Eurovision Song Contest“ led by ORF (Austrian Broadcasting Company)** offered an impressive insight into the organization and realization of such a major event as a “Green Event”. During the IFES Sustainability Challenge presented by Pioneers, 10 start-up entrepreneurs introduced their sustainable business concepts.

In addition, the delegates got the opportunity to discuss current topics in practical workshops and bring in their own experiences.

At Business Speed Meetings the live-marketing-specialists met national and international officials of the exhibition industry to exchange views on an international level and to discuss upcoming projects. At the end of the first day of the convention participants were invited to present their very own ideas of environmental protection and resource protection, starting in their own neighbourhood.

B2B Networking in addition to the presentations

The accompanying exhibition offered an additional opportunity to socialise and exchange informations about products and services of the participating companies.

A variety of Side Events – comprising a Gala dinner in Vienna’s town hall, sightseeing tours, a cooking class and a traditional evening at a Viennese wine tavern – rounded off the event.

Green Meeting

There is no need to say that the topic “Green Meeting” was not just theoretically discussed, but put into practice before and during the event, enabling the certification with the Austrian Eco Label “Green Meetings & Events” reaching exceptional 76,5 f points (the minimum level is 50 points).



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The next IFES World Summit will be held from the 2nd – 4th June 2016 under the motto “Bridge to the Future” in Istanbul.

For further information about the federation IFES and its events please visit www.ifesnet.com.

About IFES

The International Federation of Exhibition & Event Services (IFES) is the worldwide trade association dedicated to the specific needs of exposition designers and providers of tradeshow and events services.

Over 200 companies representing more than 40 countries are proud members of the network. The purpose of IFES is to promote the commercial, professional and socio-political interests of its members on an international level as well as generating and promoting a business and knowledge exchange platform for its members who are active in the international market.

The IFES mission is to create partner unity and to generate a stronger understanding about exhibition and event marketing on a world scale through networking and sharing knowledge.

Further inquiry note and pictures:

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