



**JMIC**

JOINT MEETINGS  
INDUSTRY COUNCIL

IFES

Annual General Meeting  
June 2023, Singapore



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INDUSTRY COUNCIL

## **JMIC – Global Umbrella Association for the Meetings and Events Industry**

### **Advocacy**

JMIC Global Manifesto

### **Sustainability**

Net Zero Carbon Events

UPDATED 2<sup>ND</sup> EDITION | MAY 2023

# The JMIC Global Manifesto

An Industry Rationale for the Use of Business  
Events as Key Drivers for Multidimensional  
Growth and Transformation

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Against a backdrop of economic uncertainty and societal change, governments globally need tools and platforms that can advance a broad-based growth and transformation in the most effective ways.

# Here's Why | 15 Ways Business Events Create Strategic Advantage in Multidimensional Growth and Transformation



1 | Innovation & Reinvention



2 | Multi-sector Impacts



3 | Relationships & Trust



4 | Diversification & Self-sufficiency



5 | Transition & Renewal



6 | Talent & Investment



7 | Path to Sustainable Development



8 | Controlled Environment



9 | Community Legacies



10 | Uses Existing Investments



11 | Digitalization



12 | Laboratories for Public Policy



13 | Support for the Visitor Economy



14 | Image & Reputation



15 | Measureable ROI





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**Thank you**