



EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE

EEIA
Rue de l'Amazone 2
B-1050 Bruxelles
Tel +32 2 535 7250
info@exhibition-
alliance.eu
www.exhibition-



Hrvatsko predsjedanje
Croatian Presidency of the
Vijećem Europske unije
Council of the European Union

EXHIBITION INDUSTRY EU DIALOGUE 2020

Under the patronage of the Croatian Presidency of the Council of the EU and hosted by MEP Bernd Lange, Chairman of the European Parliament's Committee on International Trade

17th of March 2020, Brussels, Belgium

We invite you to enter into dialogue with Brussels in 2020!

After one year of break, EEIA offers again this exclusive opportunity in the heart of the European Union's decision making to discuss current matters of relevance to our sector and more general policies with EU representatives.

It is the perfect moment, after last year's elections to the European Parliament and the new Commission taking office at the end of last year, to dive into the plans and policies for the upcoming period.

We are grateful that AEFI, AUMA, CFI, Febelux and IFES support the event as partners so that we can again offer this event for free to both EMECA and UFI Members. Special thanks go to Berislav Cizmek for securing the support of Croatia.

Creating a lively exchange with our guest speakers is our foremost objective, so we invite you to voice your questions, experiences, concerns and proposals openly! This helps both sides to achieve better understanding, brings new insights and practical ideas - and helps achieving our industry's political goals.

This is the programme as of 25th February 2020, we will send you further updates as speakers' line-up will be completing or changes communicated.

PROGRAMME

12:15 Arrival at EU Parliament

12:45 Welcome & Walking Lunch

13:15 Exhibition Industry EU Dialogue 2020 Part 1

15:00 Guided Tour to the European Parliament

16:00 Walk to the Renaissance Hotel & Coffee break

16:30 Exhibition Industry EU Dialogue 2020 Part 2

18:30 End of meeting

19:30 Walking Dinner at De Warande



EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE

EEIA
Rue de l'Amazone 2
B-1050 Bruxelles
Tel +32 2 535 7250
info@exhibition-
alliance.eu
www.exhibition-



Hrvatsko predsjedanje
Croatian Presidency of the
Vijećem Europske unije
Council of the European Union

EXHIBITION INDUSTRY EU DIALOGUE 2020

AGENDA

» Welcome

Ambassador Goran Štefanić, Croatia's Deputy Permanent Representative to the European Union.

» EU Trade Relations

During the last years, the European Union experienced threats to free trade due to trade conflicts creating daily news and distortions, the multilateral system of the WTO not working properly anymore and difficult Brexit negotiations. The EU answered by proactively putting the EU on the map and negotiating numerous new free trade agreements. For the future, the declared aim is to continue playing a relevant role in shaping world trade and global politics in general, including the upcoming post-Brexit negotiations. The Commission also aims to increase transparency and reach-out to companies, civil society and the end-users, to make them aware of the benefits of the actions taken. So how will all this be implemented? What are the strategies, the relevant ongoing and new projects and ad-hoc actions taken to maintain the basis for our industry: open markets and fair competition globally?

Key Note

Bernd Lange, MEP, Chairman of the Committee on International Trade (S&D Group)

Speakers

Maria Martin Prat, Director Services and investment, IP and Public Procurement, DG Trade, *tbc*.

Rupert Schlegelmilch, Director Neighbouring Countries, USA & Canada, DG Trade, *tbc*.

» Practical and economic impacts of the coronavirus outbreak

The outbreak of the coronavirus has created a complex situation and impacted the exhibition industry heavily. Initially the main consequences were felt directly in Asia but, in the last days, more and more trade fairs in Europe are being cancelled or postponed. We will discuss about the consequences of the interruption of free travel and of global value chains; we will look at the instructions given by health authorities with the aim to ensure a safe and healthy environment for businesses to meet; and we will exchange opinions on the difficult decisions to be taken from an economic and legal point of view. How can we best handle this situation while continuing to serve our communities and industries in the best possible way and enable people to meet face-to-face?

All participants and Speakers, *tbc*.

» Digital Europe and Cybersecurity

The EU will invest into several digital areas to make Europe more independent and cyber secure. A new European Data Strategy will contribute to making most of data available and to developing Artificial Intelligence that respects fundamental EU values and rights. It will also provide legal clarity and a level playing field. We will get insights into the plans and first actions to identify opportunities for our sector and for exhibitions we organise.

Speakers

Yvo Volman, Head of Unit Data Policy & Innovation, DG Connect

Axel Voss, MEP (EPP), *tbc*.



EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE

EEIA
Rue de l'Amazone 2
B-1050 Bruxelles
Tel +32 2 535 7250
info@exhibition-
alliance.eu
www.exhibition-



Hrvatsko predsjedanje
Croatian Presidency of the
Vijećem Europske unije
Council of the European Union

» Cross-border Provision of Services and Posted Workers

The Posted Workers legislation has led to unintended effects for the provision of services across borders, making this business more expensive and very complicated. We will present practice cases from our industry and enter into a dialogue with experts from the EU institutions to raise awareness of the threats to our (and other) industries and to discuss possible remedies.

Speakers

Gabriele Bischoff, MEP (S&D)

Carita Rammus, Policy officer – Labour Mobility, DG Employment, Social Affairs and Inclusion

Torsten Heinze, Managing Director, Czarnowski GmbH

Silvia Bauermeister, Manager Legal Affairs, AUMA

» EU support and funding opportunities

Experts will inform about available and upcoming programmes for funding and other support to exhibition-related measures for companies. The support schemes are available per sector or horizontal, for example for SMEs. Experiences, learnings and input for further action from the participants is most welcome.

Speakers

Gunnar Matthiesen, Senior Project Advisor - Enterprise Europe Network, EASME/DG Grow

César Elvira, University Alicante/IPR Helpdesks for EU, Latin America, China and South-East Asia

Wawrzyniec Perschke, European Commission, DG Grow

Representative, Chafea or DG Agri, tbc.

» Dinner at De Warande

Speaker

Shada Islam, Director of Europe and Geopolitics, Friends of Europe, tbc.

PRACTICAL INFORMATION

» Meeting Venues

European Parliament

Exact entrance: tbc.

Renaissance Hotel

Rue du Parnasse 19, B-1000 Brussels

» Dinner Venue

De Warande

Rue Zinner, 1, B-1000 Brussels, access via Rue Ducale

» Contacts

Email: event@exhibition-alliance.eu

Maisa Caixeta Nascentes, Mobile: +32 496 85 74 99

Sara Lanzilotta, Mobile: +32 487 52 25 85

Barbara Weizsäcker, Mobile: +49 160 53 83 553