



Brussels, 29 April 2026

## **EUROPEAN EVENTS AND EXHIBITION INDUSTRY UNITES UNDER ONE VOICE IN BRUSSELS**

### **EMECA, ICCA, and UFI expand collaboration with the European Events and Exhibition Industry Alliance (EEEIA)**

Three of the world's leading events and exhibition associations – EMECA (European Major Exhibitions Centres Association), ICCA (International Congress and Convention Association) UFI (the Global Association of the Exhibition Industry) – have signed a formal agreement to unite their European advocacy under a single strengthened body: the European Events and Exhibition Industry Alliance (EEEIA).

The move expands the existing European Exhibition Industry Alliance (EEIA), founded by EMECA and UFI in 2012, to formally incorporate ICCA and extend its mandate to cover the full spectrum of Europe's business events sector including exhibitions, meetings, conferences, and congresses.

The EEEIA will represent the collective interests of the broader European events and exhibition industry before the institutions of the European Union and key European and international stakeholders.

The expansion comes at a critical moment. With fluctuating global trade policy and geopolitical uncertainty reshaping the business landscape, it is more vital than ever for the European events and exhibition industry, as key catalysts for trade, innovation, professional knowledge exchange and scientific collaboration, to stand united and advocate for favourable and fair operating conditions for the sector in Europe.

The EEEIA maintains its current management structure: the EMECA Secretary General continues to serve as EEEIA Secretary General, with the EMECA team managing daily operations, while its strategic direction and advocacy priorities will now be jointly shaped by all three partner organisations. This includes positively representing the industry, monitoring EU strategies, policies and legislation, and providing targeted advocacy in specific fields of interest.

#### **Marta Gomes, ICCA President**

*“By joining the EEEIA, ICCA is strengthening the collective voice of Europe's business events sector. Working within an established and experienced advocacy platform allows us to have greater impact at EU level and ensure our industry's value is clearly recognised in Europe's globally leading events market.”*

## **Elzbieta Roeske, EMECA President**

*“In 2012, EMECA and UFI established the EEIA as a strong, united body to represent the exhibition industry in Brussels to policymakers and stakeholders. Welcoming ICCA to the enlarged European Events and Exhibition Industry Alliance is a logical step, complementing our representation with business events and congresses. These are becoming increasingly important – also to exhibition venues and organisers – as formats evolve. Amid significant change and uncertainty, it is essential to emphasise our shared need for fair operating conditions in Europe and rule-based trade worldwide.”*

## **Panittha Buri, UFI President**

*“This milestone represents a significant step forward since the founding of the EEIA in 2012 and reflects the continued success of our joint advocacy for Europe’s exhibition industry. The inclusion of ICCA in the alliance demonstrates that exhibitions, congresses and business events are integral parts of one dynamic ecosystem. Together, we strengthen our collective voice – supporting our members, advancing our sector and ensuring policymakers recognise our vital role in driving Europe’s economy and global competitiveness.”*

## **MEDIA CONTACT**

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## **ABOUT EEEIA**

The European Events and Exhibition Industry Alliance is a cooperation between the European Major Exhibition Centres Association EMECA, the European Members of UFI, The Global Association of the Exhibition Industry and the European Members of ICCA, the International Congress and Convention Association.

It unites exhibition organisers, event organisers exhibition and congress venues and providers of related services in Europe. Its aim is to represent the common interests of the European events and exhibition industry towards the European Union Institutions and other relevant stakeholders in Brussels and to promote the role and impact of exhibitions and business events in Europe.

## **FOR MORE INFORMATION PLEASE VISIT:**

[www.eeeia.eu](http://www.eeeia.eu)   [www.ufi.org](http://www.ufi.org)   [www.emeca.eu](http://www.emeca.eu)   [www.iccaworld.org](http://www.iccaworld.org)