

*For immediate release*

## **Joint Meetings Industry Council (JMIC) Expands Global Reach with the Addition of AFIDA and IELA**

Brussels, 26 February 2024 - The Joint Meetings Industry Council (JMIC), the international umbrella organisation that represents the collective voice of the global meetings and events industry, is excited to announce the addition of two respected organisations, Asociación Internacional de Ferias de América (AFIDA) and International Exhibition Logistics Association (IELA), as its latest members. This development marks a significant step for JMIC as it not only broadens its geographical footprint but also further enhances its expertise across key sectors of the meetings and events industry.

James Rees, President of JMIC, says "We are delighted to welcome AFIDA and IELA into the JMIC family. Their inclusion reflects the continued growth of our organisation, both in terms of global representation and the diverse range of activities we cover. JMIC is committed to being the true voice of the meetings and events industry on the global stage, and the addition of these two esteemed organisations further solidifies our core mandate of advocacy on behalf of our industry."

The newly established partnerships will further deepen the significance of the recently revised JMIC Global Manifesto. This manifesto serves as a comprehensive industry rationale that events professionals can utilise in their advocacy efforts with policymakers, reinforcing the industry's position on a global scale.

"Furthermore, the commitment to Net Zero Carbon Events will continue to gain momentum, bolstered by the expertise and dedication of AFIDA and IELA" says Rees.

Fernando Gorbarán, AFIDA President, says "By joining JMIC, we reaffirm our commitment to the continued growth of our industry, adding tangible value to our members interests. We are the voice of the Exhibition Industry in Latin America & the Iberian Peninsula, and we'll keep on working on behalf of our industry's needs on a global scale."

## Media Release

Sandi Trotter, Chairperson at IELA says “JMIC provides our industry with a critical service to ensure that our efforts are recognised and realised. Recently, IELA has been a proud, leading contributor to the NZCE initiative. Net Zero Carbon Events is a critical endeavour for our sector and JMIC membership is the next logical step in our partnership and evolution. We are pleased and honoured to join this respected group and believe that we can make a valued contribution to the organisation.”

About JMIC: The Joint Meetings Industry Council (JMIC) is a global organisation that represents the combined interests of major international industry associations in the meetings and events sector. JMIC advocates for the industry's impact, value, and sustainability on a global level.

About AFIDA: The International Exhibition Association of the Americas - AFIDA, have been empowering the exchange of experiences between Exhibition Venues, Professional Organisers and Suppliers of the Exhibition Industry in Latin America and the Iberian Peninsula, for more than 50 years. AFIDA promote the role of exhibitions as one of the most efficient business marketing strategies, encouraging networking between our members and allies, supporting professionalisation, enhancing the standards of quality for better practices and collective work.

About IELA: The International Exhibition Logistics Association (IELA) is the global industry network that provides top quality performance and expertise for exhibition logistics needs.

IELA is a worldwide trade association dedicated to enhancing the professionalism of the transportation logistics and freight handling segments of the exhibition & event industry.

The organisation's strict entry requirements focusing on exhibition & event expertise assure the highest level of quality service. Its members are recognised as the industry leaders and niche providers in their own communities or regions as well as around the globe.

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