



FOR IMMEDIATE RELEASE

## **EIC and JMIC to Join Forces to Advance Industry Sustainability Efforts, Advocacy and Economic Research**

FRANKFURT, GERMANY (21 May 2025) — The Events Industry Council (EIC) and the Joint Meetings Industry Council (JMIC) today announced a new collaboration to align efforts in three critical areas: advancing sustainability within the global events sector, advocating collectively on behalf of the business events industry, and producing the next global Economic Significance Study in partnership with Oxford Economics.

This collaboration brings together two of the industry's leading global organisations, uniting their respective networks and expertise to strengthen the voice, influence, and long-term resilience of the business events community worldwide.

With the global industry navigating heightened uncertainty—ranging from shifting regulatory frameworks and macroeconomic volatility to evolving geopolitical conditions—the need for coordinated action has never been more important. This collaboration aims to help industry stakeholders respond proactively and strategically in a period of accelerated change.

The collaboration will focus on three priority areas:

**Sustainability Alignment:** JMIC's Net Zero Carbon Events initiative and the EIC Sustainable Event Standards will be leveraged in parallel to accelerate the industry's transition towards more sustainable events. By aligning resources and frameworks, the collaboration will support a more coordinated and effective approach to environmental and social responsibility across all levels of the events ecosystem.

**Unified Global Advocacy:** In today's complex and rapidly evolving policy environment, where travel restrictions, carbon regulations, and geopolitical tensions continue to shape industry operations, the two Councils will collaborate on advocacy efforts to amplify the industry's voice and ensure it is recognised as a vital contributor to economic development, innovation, and societal progress.

**2026 Economic Significance Study:** Beginning in 2025, the EIC and JMIC will work together with Oxford Economics to produce the next global Economic Significance of Business Events Industry report, to be released in 2026. This seminal research will provide updated insights into

the size, scope, and strategic importance of the business events sector across international markets, offering critical data to inform public and private sector planning.

“The business events industry plays a critical role in knowledge exchange and economic growth,” said **Dr. Senthil Gopinath**, 2025 Chair of the EIC Board and CEO of the International Congress and Convention Association (ICCA). “By aligning our priorities and actions, we send a powerful message about the collective value we bring to communities and countries around the world—and reinforce our ability to thrive amid uncertainty.”

**James Rees**, President of the Joint Meetings Industry Council and Executive Director of Excel London, said: “This collaboration is built on the principle that unity brings strength. Using our areas of strength together we can deliver greater impact, influence policy, and demonstrate the immense value of our industry on a global scale—in particular, as we adapt to the evolving global landscape.”

**Alexander Alles**, Executive Director of JMIC emphasised that “Through this strategic partnership both Councils will amplify our collective impact on the global stage for the benefit of our industry. By aligning sustainability efforts, strengthening advocacy, and delivering robust economic insights, we are equipping the business events industry with tools to drive meaningful progress.”

**Amy Calvert**, President and CEO of the Events Industry Council said: “This partnership reflects our mutual commitment to advancing the role of global business events as a driver of global economic and social progress. By working in concert, we can accelerate these efforts, advocate more effectively, and provide the resources and data our stakeholders need to build capabilities and make informed decisions—especially in this era of growing complexity and unpredictability.”

Both EIC and JMIC view this partnership as a significant step forward in strengthening industry collaboration, building resilience, and shaping a more sustainable and impactful future for global business events.

###

#### **Notes to Editors:**

**For all EIC media enquiries**, additional comment and request for interview please contact:

Steve Dobbins, Events Industry Council  
Tel: +1 323 578 2671 / Email: [media@eventscouncil.org](mailto:media@eventscouncil.org)

**For all JMIC media enquiries**, additional comment and request of interview please contact:

Chris Lewis, Clareville PR. Email : [ChrisLewis@clareville.co.uk](mailto:ChrisLewis@clareville.co.uk)

---

### **About the Events Industry Council (EIC)**

The Events Industry Council's global federation includes more than 30 Association Members representing 103,500 individuals and 19,500 entities, and more than 30 Corporate Members with global operations and event teams in countries around the world. EIC is the global champion for event professionals and event industry excellence. It promotes high standards and professionalism in the events industry with the Certified Meeting Professional (CMP) programme and signature programme activities. The CMP credential is recognised globally as the badge of excellence in the events industry. Likewise, EIC's Sustainable Event Standards and Sustainable Event Professional Certificate programmes are the gold standard for organisations and individuals committed to accelerating sustainability and social impact in global business events. [www.eventscouncil.org](http://www.eventscouncil.org)

### **About the Joint Meetings Industry Council (JMIC)**

JMIC serves as the global voice of the meetings industry, bringing together international and regional organisations to raise awareness of the sector's value and drive collaboration. JMIC is dedicated to promoting the value of the meetings, conventions, and exhibitions industry through advocacy, research, and collaboration. JMIC presents The Iceberg, a platform that promotes the broader impact and lasting legacies of business and professional events. JMIC's Global Manifesto serves as an advocacy tool, providing an industry rationale for engaging with policymakers, local governments, corporations, institutions, and communities. JMIC furthermore hosts the Net Zero Carbon Events initiative on behalf of the business events industry and plays a key role in advancing sustainability and policy engagement across the industry. [www.themeetingsindustry.org](http://www.themeetingsindustry.org)