

For Immediate Release

Kai Hattendorf Honoured with 2025 JMIC Unity Award

Brussels, Belgium, 30 May 2025 – The Joint Meetings Industry Council (JMIC) proudly names Kai Hattendorf, Founder & CEO of htf consulting and former UFI CEO, as the 2025 JMIC Unity Award recipient. This award celebrates his transformative leadership and advocacy for the global business events and exhibition industry.

During his decade at UFI, Hattendorf grew membership by over 30%, doubled revenues, and guided the industry through the COVID-19 pandemic, culminating in UFI's 100-year anniversary in 2024. As the driving force behind the Net Zero Carbon Events Initiative, launched at COP26, he united over 700 stakeholders from 60+ countries to commit to achieving net zero emissions by 2050, setting a sustainability benchmark.

As Past JMIC President, Hattendorf led the creation of the [JMIC Global Industry Manifesto](#), amplifying the business event sector's role in economic and social development. His collaborations with UNFCCC, OECD, ISO, and industry bodies like AIPC and ICCA have driven impactful change. His awards include the UFI Medal of Honour (2024), PCMA's Business Event Strategist of the Year (2022), and Eventex's 100 Most Influential People in Events (2024).

"Kai's strategic vision and dedication to uniting the global events industry have left an indelible mark," said James Rees, JMIC President. "His leadership in sustainability, advocacy, and collaboration makes him a truly deserving recipient of the 2025 JMIC Unity Award."

Hattendorf's career includes roles at Messe Frankfurt, Deutsche Telekom, dpa Group, and journalism with Euronews, BBC, and Voice of America. He continues to shape the future of the global events industry.

About JMIC: JMIC is the global voice of the meetings industry, promoting its value through advocacy, research, and collaboration. It hosts The Iceberg platform and the Net Zero Carbon Events initiative, advancing sustainability and policy engagement.

www.themeetingsindustry.org

About the JMIC Unity Award: Presented annually at IMEX Frankfurt, the Unity Award recognises significant contributions to the meetings industry's advancement and professionalism, selected by JMIC members based on leadership and industry roles.

Media Contact: Chris Lewis, Clareville PR, ChrisLewis@clareville.co.uk