

PRESS RELEASE

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New Partnership: FAMAB and ILEA combine International Commitment

FAMAB Communications Association e.V., the leading national association for trade fairs and live communication and ILEA (International Live Events Association), the worldwide network of event specialists with over 4,000 members, are announcing their beginning of a strategic partnership at the Best of Events International. In the future, the FAMAB office, located in the capital will also become the official European location of ILEA.

The goal of this new co-operation is the strengthening of the international network for live communications sector. Members of both associations will be profiting from this fusion. For example, the upcoming formats of Live&Global and Live&Local will be arranged so as to promote both international exchange and more intense networking possibilities. In the future, the meshing of closer communication will aid members of both associations to be better informed about networking activities with an international focus.

“ILEA is committed to global networking and an exchange of experiences globally of event specialists with the aim of maintaining the highest quality standards for planning, organization and realization of events. Our co-operation with FAMAB, the leading German association in this branch, is the next step for us to be able to further gain a foothold in the wider European market and bring together the relevant players at one location.”

Christian Seidenstücker, President ILEA Europe Chapter

“The development of global markets is also reflected in our branch. Many FAMAB members are already working at an international level and more and more of them are making offers at this level. The co-operation with ILEA will let these globally active players offer a more diversified added value. This will range from the establishment and expansion of international networks to inspiration through best practice examples to special conditions through their ILEA membership.”

Jan Kalbfleisch, Managing Director FAMAB Communications Association e.V.

For further information:

www.famab.de
www.ilea-europe.com
www.ileahub.com