

## **Mission Statement of the Association of Global Event Suppliers**

### **Preamble**

Cities and Countries around the world hosting large international events must provide substantial specific facilities, infrastructures and technical installations to meet increasing requirements of athletes, media, sponsors and other stakeholders so as to guarantee a safe and smooth operation of their events. These facilities and infrastructures are often unique in size, quantities and locations and quite often do not fit in an established sustainable urban development program. Organizers are more and more challenged to find appropriate but cost-effective solutions and to develop a true legacy plan for their large events.

Temporary infrastructures (Overlays) are used to adapt new facilities, to upgrade or remodel existing facilities or even to temporarily build sports facilities and can contribute substantially to meet the objectives of organizers of large events. Temporary infrastructures have increasingly become an important and indispensable factor for organizers to develop and implement their legacy plan.

Both the established and emerging industry of global event suppliers believe that the time is right to form an Association to better promote and galvanise the standards of their business to facilitate the needs with future international event organisers.

### **Vision**

AGES is aiming to become the sole representative of the international event suppliers industry and shall become a recognized label for quality and reliability for temporary infrastructure works. The vision of AGES is to become the partner to governmental bodies, key stakeholders and organizers of large sports events in order to address the capabilities, to promote the possibilities and to maintain the interest of the event supplier industry in the international market place.

### **Strategy**

AGES wants first to define and agree on common, world-wide applicable business standards and procedures to provide suitable protocols for planners and organizers to better understand the products and services of the overlay industry.

In a second step AGES wants to build a strong relationship with governmental bodies, key stakeholders and organizers of large events in order to early educate these groups of the value added applying such standards and procedures in the planning and delivery of iconic events.

### **General Objectives**

AGES wants to acquire and maintain members who are recognized industry market leaders in their working categories and are recognized as front runners in development of new products and services. It is the ambition of AGES to attract the market leaders for each of the various temporary infrastructure work categories. The memberships shall be geographically diversified and reach out to all continents. Through this AGES shall be a legitimate and powerful representative of the overlay industry.

AGES goal is to be recognized as a professional and business orientated Association which offers to share and manage valuable information related to the temporary infrastructure industry in order to streamline business for buyers and sellers.

AGES has no commercial interest nor will it follow interests of members or group of members. AGES will undertake all efforts to facilitate knowledge transfer, buildup of reputation and acknowledgement of the temporary infrastructure industry and to increase the business potential for this industry in general.

Specifically in emerging markets, AGES will support local organizers to include the local event suppliers in the delivery process and to potentially facilitate partnerships with international event suppliers.

### **Specific Objectives**

The specific objectives of the Associations are the following:

- a) Establish internationally recognized standards for the market;
  - Business standards, such as contract forms, Health and Safety Policies, Insurance and Liability issues, etc
  - Technical standards, such as specifications for materials and equipment, method statements, operation manuals, applicable codes, etc
- b) To contribute to efficiency and cost saving;
  - Clarifications about customs procedure and/or tax situation in new markets
  - Knowledge transfer with LOC's, Governmental Bodies and the members
  - New business cases, such as data collection and distribution of market and business information of new market places
- c) To promote the interest of the members towards;
  - Governmental bodies, e.g. IOC, FIFA, UEFA, CWF and other large similar organizations
  - Organizing Committees of large international sports events, e.g. Olympic Games, World Cups or Championships, as well as the involved ministries or agencies
  - International, National, Regional Sports Federations
  - Cultural Events Organizers, e.g. Festivals, Governmental Ceremonies, or others

To achieve the goals the Association will be active as follows:

- d) Externally, towards governmental bodies, local organizing committees, sports federations and other key stakeholders;
  - Increase awareness of the particularities of the industry
  - Promotion and lobbying, by influencing the stakeholders to adhere to standards of AGES
  - Create and facilitate networking opportunities for its members
  - Establish workshops outlining critical program milestones to maximize procurement participation by the industry
- e) Internally, towards its members;
  - Exchange of information and transfer of industry knowledge
  - Development of standardized international technical and commercial documents
  - Promotion of industry awareness and commitment to ethical commercial dealing