ANNUAL EVENT 2020
March 15-17, Amsterdam
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Dear participants

It is both a pleasure and an honour to welcome you to our 6th Annual Event 2020 in Amsterdam. In order to successfully complete large projects, global event suppliers must be fit, because the starting position changes with every new location. Not only do they have to understand the needs of their customers, they also have to correctly assess the local business environment and risks associated to the project. Only then are they able to offer the right infrastructure and implement it cost-effectively. But, what about the ecological footprint, and is the implemented solution also environmentally friendly?

With the climate change taking place, organizers not only look for a great production, a smooth organisation and a purpose-optimised infrastructure to achieving a high level of customer satisfaction, they are also interested in the environmental balance of their event. Recurring festivals and organisers of major events are already doing a lot in this regard. They are also beginning to select their suppliers not only on the basis of their cost-effectiveness and adherence to deadlines, but also on the basis of their innovative strength and sustainability. Increasingly, organisers are taking care to ensure that existing, locally available resources are used.

According to a recent calculation, just under 10% of the total carbon footprint of a major event comes from temporary infrastructure. Although this is not much, it is not negligible. So, the question arises what our industry can do to make temporary infrastructures even more environmentally friendly.

Let us use the time we spend together in Amsterdam to discuss these issues in a circle of experts, users and players. Of course, we are also discussing other topics, as you can see from the program. We are pleased and honoured to have with us distinguished personalities from the world of events, who will give us insights into their projects and areas of responsibility with their presentations. Dear speakers, thank you for your contributions!

Once more, on behalf of all members and associate members, I would like to thank our partners EY Group and CargoLive, for their continuous support and last but not least, let me express my many thanks to our hosts, Backbone International, Losberger De Boer and Hypsos for the excellent cooperation with Antoinette and Marike and for staging a memorable Annual Event in this iconic venue, in the heart of Amsterdam.

On behalf of the board of our association, I wish you inspiring talks and a most enjoyable event.

Daniel Cordey
Dear participants, dear colleagues,

On behalf of this year’s hosts, Losberger De Boer, Hypsos and Backbone International, it’s my pleasure to welcome you to Amsterdam.

We are proud to host the Annual Event 2020. Proud of having such a big group of event industry leaders on the 16th floor of the iconic ADAM Tower, from where we oversee beautiful Amsterdam for the next days.

Proud of our industry which keeps developing, not only in efficiency but more important with constant focus on sustainability and human resources. In the end ....our industry is all about our people and their knowledge.

Proud of The Netherlands. From the earlier days the Dutch always have been entrepreneurial, openminded and innovative. In daily life, in protecting our country from the water but also pioneering in the entertainment and leisure industry. This year, The Netherlands hosts iconic events besides the regular full agenda which returns on a yearly basis. The 2020 specials;

• The first week of May the Formula 1 will return to The Netherlands after a period of 35 years. Huge renovation and overlay works are being finalized at this moment.
• 2 weeks later, mid-May, the Eurovision Song Contest will take place in Ahoy, Rotterdam. 26 countries will battle for who represents their country best with the most favorite song.
• Mid-June UEFA EURO 2020 will kick off in the Johan Cruyff Arena for 4 matches that month.
• In August it’s time for SAIL Amsterdam, one of the biggest attractions, cruising into the city of Amsterdam every five years. An entire flotilla of tall ships and many other special boats and vessels sail along the River IJ before docking near the city center for a 5-day spectacle.
• In August, the VUELTA 2020 will depart from The Netherlands and will cross 3 cities in 3 days during 3 stages.

I believe the above, together with a full agenda of global events in the industry, should make us all proud to work in such a vibrant, growing, innovative and challenging industry.

Let’s keep innovating our industry on a global level and challenge ourselves, our partners and our colleagues by continuously improving quality and safety standards. Starting these days, by sharing knowledge and creating partnerships to make each other proud of what we achieved together at this Annual Event.

Please enjoy our hospitality and the program we carefully selected for you, so welcome again to all of you.

On behalf of Losberger De Boer, Hypsos and Backbone International.

Joris Joosen
Managing Director

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On behalf of Losberger De Boer, Hypsos and Backbone International.

Joris Joosen
Useful Information

Locations

<table>
<thead>
<tr>
<th>Hotels</th>
<th>Sir Adam Hotel (A’DAM Tower)</th>
<th>Overhoeksplein 7 Amsterdam T +31 20 215 95 00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference venue</td>
<td>The Loft</td>
<td>16th floor A’DAM Tower</td>
</tr>
<tr>
<td>Welcome reception</td>
<td>A’DAM&amp;Co.</td>
<td>18th floor A’DAM Tower</td>
</tr>
<tr>
<td>Aperitif</td>
<td>Brouwerij de Prael</td>
<td>Oudezijds Armsteeg 26</td>
</tr>
<tr>
<td>Official dinner</td>
<td>Restaurant Café in de Waag</td>
<td>Nieuwmarkt 4</td>
</tr>
<tr>
<td>Accreditations</td>
<td>Welcome set with accreditation badge</td>
<td></td>
</tr>
</tbody>
</table>

Sunday, 14:00-18:00: Sir Adam, 1st floor
Sunday, 18:30-20:30: A’DAM&Co., 18th floor
Monday/Tuesday: The Loft, 16th floor

Miscellaneous

<table>
<thead>
<tr>
<th>Dresscode</th>
<th>Business casual or smart casual</th>
<th>Throughout the event</th>
</tr>
</thead>
<tbody>
<tr>
<td>WiFi</td>
<td>For the hotel as per instructions at check-in or in the hotel room. For the conference room/network Loft</td>
<td>Loft@ADAM#Toren</td>
</tr>
<tr>
<td>Local transport</td>
<td>Lunch, Monday drinks and dinner: reachable by foot and ferry. Lunch: we will take a 3-minute walk together by foot. Monday dinner: we will take a 15-minute walk in groups by foot and ferry. The connection between the city center and the A’DAM Tower is by a 24/7 free of charge ferry. For all other transports you can arrange a taxi/Uber or make use of public transport (check <a href="http://www.9292.nl">www.9292.nl</a> for all public transport) at your own discretion.</td>
<td></td>
</tr>
</tbody>
</table>

Contacts

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Antoinette Koerts</th>
<th>T +31 683 59 1777</th>
</tr>
</thead>
<tbody>
<tr>
<td>Host</td>
<td>Tim de Jonge</td>
<td>T +31 6 23 06 75 14</td>
</tr>
<tr>
<td></td>
<td>Joris Joosen</td>
<td>T +31 6 28 46 12 65</td>
</tr>
<tr>
<td>AGES</td>
<td>Daniel Cordey</td>
<td>T +41 79 407 0606</td>
</tr>
<tr>
<td>Time</td>
<td>Activity</td>
<td>Location</td>
</tr>
<tr>
<td>------------</td>
<td>--------------------------------------------------------------------------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>15:00</td>
<td>Meeting point, distribution of tickets for the show and short walk to “This is Holland”</td>
<td>Lobby of Sir Adam 1 minute walk</td>
</tr>
<tr>
<td>15:15-16:15</td>
<td>Ultimate flight experience show “This is Holland”</td>
<td></td>
</tr>
<tr>
<td>17:00-18:00</td>
<td>Board Meeting</td>
<td>Sir Adam Hotel</td>
</tr>
<tr>
<td>14:00-18:00</td>
<td>Arrival and check-in at Sir Adam Hotel</td>
<td>Sir Adam Hotel</td>
</tr>
<tr>
<td>14:00-18:00</td>
<td>Registration and handing over of welcome package at AGES desk located next to reception</td>
<td>1st floor Sir Adam</td>
</tr>
<tr>
<td>18:30-20:30</td>
<td>Collection of welcome package at AGES desk in front of Welcome Reception</td>
<td>A’DAM&amp;Co., 18th floor A’DAM Tower</td>
</tr>
<tr>
<td>18:30-20:30</td>
<td>Welcome Reception with drinks and snacks</td>
<td>A’DAM&amp;Co., 18th floor A’DAM Tower</td>
</tr>
<tr>
<td>20:00</td>
<td>Dinner for Speakers</td>
<td>Restaurant Madam 20th floor A’DAM Tower</td>
</tr>
</tbody>
</table>
# Program and Agenda

**Monday, March 16, 2020**

AGES Conference for Members, Associate Members, Partners and Guests

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-8:30</td>
<td>Registration and handing over of welcome package at AGES desk</td>
</tr>
<tr>
<td>8:30</td>
<td>Opening Address and Welcoming Words</td>
</tr>
<tr>
<td></td>
<td>Daniel Cordey, Chairman, AGES</td>
</tr>
<tr>
<td></td>
<td>Joris Joosen, representing the hosts</td>
</tr>
<tr>
<td>8:45</td>
<td>Reineke Boot</td>
</tr>
<tr>
<td></td>
<td>CEO, SAIL Event Partners C.V.</td>
</tr>
<tr>
<td>9:30</td>
<td>Jon Dutton</td>
</tr>
<tr>
<td></td>
<td>Chief Executive, Rugby League World Cup 2021</td>
</tr>
<tr>
<td>10:15</td>
<td>Morning break</td>
</tr>
<tr>
<td>10:45</td>
<td>Markus Stenger</td>
</tr>
<tr>
<td></td>
<td>Managing Director, DFB EURO 2024 GmbH</td>
</tr>
<tr>
<td>11:30</td>
<td>Sven Stimac</td>
</tr>
<tr>
<td></td>
<td>Chief Operating Officer, Floriade Almere 2022 B.V.</td>
</tr>
<tr>
<td>12:15</td>
<td>Lunch in restaurant THT (walking distance)</td>
</tr>
<tr>
<td>13:45</td>
<td>Jack Martin Smale</td>
</tr>
<tr>
<td></td>
<td>Owner/CEO, United States of Entertainment</td>
</tr>
<tr>
<td>14:30</td>
<td>Stefan Klos</td>
</tr>
<tr>
<td></td>
<td>Managing Director, PROPROJECT GmbH</td>
</tr>
<tr>
<td>15:15</td>
<td>Afternoon break</td>
</tr>
<tr>
<td>15:45</td>
<td>Anthony Piqueras</td>
</tr>
<tr>
<td></td>
<td>Director of Venues and Infrastructures, Paris 2024</td>
</tr>
<tr>
<td></td>
<td>Georgina Grenon</td>
</tr>
<tr>
<td></td>
<td>Director of Environmental Excellence, Paris 2024</td>
</tr>
<tr>
<td>16:30</td>
<td>Duncan Stuttherheim</td>
</tr>
<tr>
<td></td>
<td>Entrepreneur &amp; founder of the event company ID&amp;T, interviewed by Joris Joosen</td>
</tr>
<tr>
<td>17:15</td>
<td>Closing of Conference with group photo</td>
</tr>
<tr>
<td>17:30-17:50</td>
<td>Pre-arranged 1-to-1 meetings for members #1</td>
</tr>
<tr>
<td>18:30</td>
<td>Meet in the lobby for departure, 15-min walk</td>
</tr>
<tr>
<td>19:00</td>
<td>Aperitif with Drinks &amp; Bitterballen</td>
</tr>
<tr>
<td>20:00</td>
<td>Official Dinner</td>
</tr>
<tr>
<td>22:00</td>
<td>Guided walk back to the Sir Adam Hotel</td>
</tr>
</tbody>
</table>
# Tuesday, March 17, 2020

Presentation and General Assembly of AGES for Members, Partners and Guests

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30</td>
<td><strong>Opening</strong>&lt;br&gt;Daniel Cordey, Chairman, AGES</td>
<td>The Loft Auditorium 16th floor A’DAM Tower</td>
</tr>
<tr>
<td>8:35</td>
<td>Workshop “Paris 2024”&lt;br&gt;Organizing Committee for the Paris 2024 Olympic and Paralympic Games</td>
<td></td>
</tr>
<tr>
<td>9:20</td>
<td>Workshop “AIPH”&lt;br&gt;International Association of Horticultural Producers (AIPH)</td>
<td></td>
</tr>
<tr>
<td>10:05</td>
<td>Morning break</td>
<td></td>
</tr>
<tr>
<td>10:35</td>
<td>Kasper Guldaer Jensen&lt;br&gt;Owner 3XN Architects, Founder GXN Innovation</td>
<td></td>
</tr>
<tr>
<td>11:15</td>
<td>Outlook session&lt;br&gt;Xavier Becker&lt;br&gt;Head of Venues, Infrastructures &amp; Services at IOC&lt;br&gt;Christian Hirschmüller&lt;br&gt;Head of Technical Services &amp; Overlay, UEFA Event SA</td>
<td></td>
</tr>
<tr>
<td>11:45</td>
<td>Speed Presentations by pre-selected members</td>
<td></td>
</tr>
<tr>
<td>12:15</td>
<td>Lunch Break in restaurant THT (walking distance)</td>
<td>THT, IJpromenade 2</td>
</tr>
<tr>
<td>13:00-13:20</td>
<td>Pre-arranged 1-to-1 meetings for members #2</td>
<td>THT, IJpromenade 2</td>
</tr>
<tr>
<td>13:30</td>
<td>Partners Presentations&lt;br&gt;Bruno Veiga, CargoLive&lt;br&gt;Maarten Kormelink, EY</td>
<td>The Loft Auditorium 16th floor A’DAM Tower</td>
</tr>
<tr>
<td>14:00</td>
<td>Strategic Outlook from the board of AGES&lt;br&gt;Growth strategy of AGES&lt;br&gt;Hans Verhoeven&lt;br&gt;Key strategic questions on the agenda&lt;br&gt;Jeff Burke and Dave Crump</td>
<td></td>
</tr>
<tr>
<td>14:30</td>
<td><strong>General Assembly Meeting</strong>&lt;br&gt;Daniel Cordey, Chairman AGES</td>
<td>The Loft Auditorium 16th floor A’DAM Tower</td>
</tr>
<tr>
<td>15:15</td>
<td><strong>Official Closing of Annual Event 2020</strong></td>
<td></td>
</tr>
<tr>
<td>15:20-15:40</td>
<td>Pre-arranged 1-to-1 meetings for members #3</td>
<td>16th floor A’DAM Tower</td>
</tr>
</tbody>
</table>
“We’re an agency that finds inspiration in realizing complex and prestigious projects. Lead by the ambition to produce unimaginable experiences, we love events, the crowds and the endless technical possibilities.”

VENUES WITH A WOW FACTOR

Top class tailor-made event solutions with excellent service and on time delivery.

World Events
Interior fit-out
Museum fit out
Brand experience
Exhibition construction

WWW.BACKBONE-INTERNATIONAL.COM
WWW.LOSBERGERDEBOER.COM
WWW.HYPSOS.COM
The Association of Global Event Suppliers (AGES) is a not-for-profit organization, consisting of reputable event companies and market leaders in the event industry, all having a unique track record with an outstanding work experience.

These global event suppliers are front runners in the development of new technology and services. The members and associate members deliver temporary event infrastructure worldwide, including all known event overlay work categories.

AGES sets a high standard to reliability and quality of work performance and admits members who adhere to the code of ethics and professional conduct as defined by the association.

With large events being awarded to countries with a young event industry, AGES understands its educational responsibility and supports organizers and local event suppliers in the planning and delivery process.

**Taking on Responsibility**

AGES promotes temporary and semi-permanent infrastructure required to host international sports, culture and entertainment events.

Together with governmental bodies and organizers AGES develops suitable standards and procedures to obtain sustainable, cost-effective infrastructure solutions for future events.

AGES is the international label for quality, safety and reliability of the growing industry of global event suppliers.

**Vision of AGES**

- Represent the international event builder’s industry and take a pivotal role in the development of the event construction and recognized label for quality and reliability for temporary infrastructure works
- Contribute to a sustainable development and a cost-effective delivery of infrastructures required for large events
- Be a partner to governmental bodies, key stakeholders and organizers of large sports events to address the capabilities, to promote the possibilities and to safeguard the interests of the event supplier industry
Keynote Speakers

The Association of Global Event Suppliers is pleased to introduce the following industry experts (in alphabetical order) as keynote speakers for the AGES Conference.

Reineke Boot
CEO
SAIL Amsterdam 2020, SAIL Event Partners

Sail Amsterdam takes place only once every 5 years. A fleet of 50 international tallships and 700 cultural heritage boats dock at the heart of Amsterdam city. More than 2.3 million visitors, and a budget of 24 million euros without ticket revenue. How to organise “chaos” in a safe, fun and financially healthy way?!

For over 20 years, Reineke has been working at the cross road of sports marketing and events. With a master in Communication & Behavioral Science and a drive to create a positive impact, she takes a multidisciplinary, solution-based approach to global projects or challenges.

Reineke has a strong ability to build long-term personal relations and lead multicultural teams. Proven skills in an international environment, including project management, team leadership, client-facing responsibility and strategic partnership achievement in regions including Europe, North America and Australasia.

Reineke's previous roles include: Operational Manager Giro d'Italia 2010, Director of Communications at World Cup Hockey 2014, Head of sustainability & business development at Volvo Ocean Race. At Volvo Ocean Race Reineke is the initiator of the successful Clean Seas programme.

Jon Dutton
CEO
Rugby League World Cup 2021

The Rugby League World Cup has been the pinnacle of International Rugby League since 1954. In 2021, for the first time, the Men’s, Women’s and Wheelchair competitions will be staged in a single, celebratory event, culminating in an epic Finals Weekend to crown the champions of each. Jon speaks about the ambition of delivering a modern major sports event in a changing environment.

Jon is the Chief Executive of the Rugby League World Cup 2021. Jon commenced his role in February 2018 leaving his post as RFL Director of Projects & People. Jon led the successful bid for the tournament including a £25m funding award from HM Government.

A sports management graduate with over 20 years’ experience in the sports industry. Jon has previously worked for the PGA European Golf Tour (1995-1999), Manchester FA (1999-2005) with a secondment to UEFA (2002-3) and ran his own sports consultancy company (2005-2011). Jon was the Operations Director for Rugby League World Cup 2013, Director of Readiness for the Tour de France Grand Depart in 2014 and Tournament Director for the Ladbrokes Four Nations tournament in 2016. In 2017 Jon was the RLIF Tournament Commissioner for the Rugby League World Cup in Australia, New Zealand and Papua New Guinea.

Jon is a member of UK Sports Major Events Panel, a specialist advisory body. Its main purpose is to represent the interests of UK Sport by making major event investment recommendations to the UK Sport Board.
Kasper Guldager Jensen is owner in 3XN architects and founder of GXN innovation. GXN, which he established in 2007 to innovate and apply new knowledge and technology into built reality.

The ‘G’ stands for Green, highlighting GXN’s dedication to ecological design research. The mission of GXN is to develop a building culture that positively affects the world we live in - both architecturally and environmentally.

Kasper is passionately engaged in circular design, digital processes, and new materials and business models. In the space of a few years he has become a spokesperson for the shape of future architecture, focusing on integration of new materials and green technologies.

Beside practise Kasper also holds visiting professorships with Delft University, University of Calgary, and the Technical University München.

Georgina Grenon
Director of Environmental Excellence - Paris 2024
Organising Committee for the Paris 2024 Olympic and Paralympic Games

Georgina will explain the ambition of Paris 2024 with the social, environmental and economic concerns in their activities, from now to the games.

An expert in renewable energies and clean technology innovation, Georgina Grenon obtained an MSc in Chemical Engineering from the Instituto Tecnologico in Buenos Aires and an MBA from INSEAD Business School.

She began her career in development at YPF S.A., a national oil company in Argentina and then took up position as a director at international strategy consultancy Booz Allen for nearly ten years. After that she joined the Directorate-General of Energy and Climate (DGEC), part of the French Ministry of Ecology and Energy, where she supported the development of renewable energy policies and markets. She also represented France at the International Energy Agency, promoting international cooperation in the creation of markets, innovation and the deployment of clean technologies, playing an active part at COP21.

More recently she moved to ENGIE Group, becoming director of the New Business Factory at ENGIE Fab and joined the Organising Committee for the Paris 2024 Olympic and Paralympic Games in September 2018 as its Director of Environmental Excellence.
Keynote Speakers

Stefan Klos
Managing Director
PROPROJEKT Planungsmanagement & Projektberatung GmbH

„Blacklisting White Elephants“ – Why and how are major event owners changing their requirements to allow for a more sustainable event delivery?

Stefan Klos is a Civil Engineer and Urban Planner and has studied in Karlsruhe and New Delhi. In 2001 he joined the strategic consultancy company PROPROJEKT based in Frankfurt am Main, Germany. Since 2006 he is acting as CEO and Managing Director.

PROPROJEKT is one of the leading agencies worldwide for planning and bidding for major sports events such as Olympic and Paralympic Games, FIFA Football World cups and World Expos.

Anthony Piqueras
Director of Venues and Infrastructures - Paris 2024
Organising Committee for the Paris 2024 Olympic and Paralympic Games

Two years and a half after Paris was awarded the Olympic & Paralympic Games, the Paris 2024 Organising Committee is now in full speed on planning and preparing its operations. Anthony will outline the Paris 2024 vision as well as the evolution of the Games concept since the bid. He will then explain the roadmap to the Games, including the preliminary plans with regards to procurement strategy.

As Technical Director of the bid committee, Anthony Piqueras played a key role in developing the Venue Master Plan in line with the IOC Agenda 2020. After the bid, he was transferred to the Paris 2024 OCOG as Director of Venues & Infrastructure, in charge of Venues & Infrastructures, Energy, Villages and temporarily Broadcasters Relations.

Anthony Piqueras had previous experience in organizing some big sporting events. He started his Sport career as Deputy COO of the 32nd and 33rd America’s Cup in Valencia, Spain. He was also involved as sport consultant in the bid and/or organisation of several other events, among others the UEFA Euro 2016, the 2009 World ski championships, the Youth Olympic Games 2020 in Lausanne, the World Expo Shanghai 2010, etc. Former IOC expert on venues and infrastructure and technical expert for Tokyo 2020, he developed a deep knowledge of the Olympic requirements on these areas.

As Civil engineer, he is also an urban planning professional, particularly in relation to sports facilities, and has led consulting projects for Olympique Lyonnais, several French cities and Paris La Defense Arena.

The latest successful projects are the Bids for the Special Olympics 2023 in Berlin and the UEFA European Championship 2024 in Germany. Stefan Klos has been personally involved in bidding for 5 Olympic Games and 3 Football World cups and is advisor to the International Olympic Committee (IOC) for the implementation of Agenda 2020.
Jack Smale
Owner/CEO
United States of Entertainment

With his multi-faceted professional experience in the entertainment industry, his great technical knowledge and his particular expertise in finding production solutions “outside the box”, Jack will talk about the evolution in the production of contents and his challenges as an international production manager.

Jack is a highly experienced international creative entertainment producer with a unique record of delivery with a complex and high-tech production environment.

Starting his career 1984 at Flashlight, Lighting Production he joined a few years later Mojo Concerts (now Live Nation) in the Netherlands as a Production Director, where he also co-invented the original Mojo Barrier.

After he founded Sightline Productions in 1996, where he was, among other things, responsible for the artistic and technical design and the production plans, he created United States of Entertainment in 2007 who delivers content for live family entertainment.

As from 2010 Jack is also co-owner and Creative Director of Motion Business, Netherlands who delivers technical innovations to the entertainment industry, including a patented motion control system. He is also involved in affiliated companies such as Signtrack (3D visuals & animations), VVS (automated video editing) and All Area BV. Jack was a founding member of the Dutch Entertainment Industry Association.

Markus Stenger
Managing Director ‘Operations’
DFB EURO GmbH

The German Football Association (DFB) and the UEFA EURO 2024 - the story so far and our goals for the future. Markus will talk about the organizational structure, the status of the preparation and provide an insight about the many initiatives to meet the objectives of the organizers.

Markus Stenger is Managing Director ‘Operations’ of the Frankfurt-based DFB EURO GmbH (a subsidiary of the German Football Association, DFB).

He shares this position with the captain of the 2014 FIFA World Cup-winning team, Philipp Lahm, who is responsible for CSR, Marketing and Communications.

The DFB EURO GmbH was established for the purpose of planning, organising and running the UEFA EURO 2020 - where the Allianz Arena in Munich is one of 12 venues across the continent - and UEFA EURO 2024 together with UEFA.

Stenger is a long-time employee of the DFB and was previously leading the successful bid process for the UEFA EURO 2024. Before that, Stenger was the head of the DFB Competitions Dept. including the transfer and integrity unit. His core area of responsibility was the overall coordination and organisation of the DFB-run competitions, e.g. the German Cup (DFB-Pokal), the 3rd league and the Youth Bundesliga.
Keynote Speakers

**Duncan Stutterheim**

Entrepreneur & founder of the event company ID&T

The interview with Duncan will provide an insight in his multi-faceted business live as a pioneer and entrepreneur in the Dutch entertainment industry. Among other things, Duncan will explain how Thunderdome became a sanctuary for gabber, the largest youth culture in Dutch history and why the legendary party Sensation toured the world for many years, attracting over 2 million visitors in 35 countries.

Duncan Stutterheim is a cultural entrepreneur in Amsterdam. Making his mark as the frontman of ID&T – the organization that fathered world-renowned events like Thunderdome, Mysteryland and Sensation – he sold his company to SFX in 2015. He then invested most of his fortune and energy in cultural landmarks like Elementenstraat, the A’DAM Tower, and most recently Westergas, a hotbed of venues, (movie) theaters, stores, breweries and expositions.

Duncan found his calling during the early 90’s, in Amsterdam’s budding rave scene. He established ID&T with two friends, and they started organizing raves in expo halls and stadiums with Thunderdome as a chief event. In the 00’s, ID&T’s reach became more international, thanks to organizing events like Innercity and Mysteryland, and co-founding Tomorrowland.

Duncan is a board member of Adam 750, the Dutch sports council, the Concertgebouw Orchestra, ADAM Music School, Artis and EarthWisdom and has won several awards and prices for his contributions to Dutch art, culture and economy.

**Sven Stimac**

Expo 2022 Floriade Amsterdam – Almere

Chief Operations Officer

Expo 2022 Floriade Amsterdam - Almere is an A1 International Horticultural Exhibition registered by the BIE and AIPH. About 100 gardens/exhibitions and over 4,000 events characterize the Floriade. The preparation and implementation are carried out in close cooperation with partners and suppliers. The presentation covers the Floriade concept, the organizational structure and planning of all services.

Sven is CEO of the friends + friends AG, a business consulting firm specialized in project management of visitor attractions. He has been working in international and interdisciplinary project management at World Expos and Horticultural Expos for over 20 years as a director, project manager and consultant.

Currently Sven works as Chief Operations Officer for the A1 International Horticultural Exhibition Expo 2022 Floriade Amsterdam - Almere. Besides operations, traffic management and security he is in charge of the exhibition provided by the international and Dutch participants as well as the events program.

Previously Sven worked for the millennial World’s Fair Expo 2000 in Hannover, the Expo.02 in Switzerland, the Horticultural Exhibition 2008 in Schleswig, Germany and the A1 International Horticultural Exhibitions Floriade 2012 in Venlo, the Netherlands and Expo 2016 Antalya, Turkey.

Sven holds a University Diploma in Physics from the Christian Albrechts University of Kiel, Germany.
Workshop Paris 2024

With a large majority of the competition venues within a 10-km radius around the Olympic and Paralympic Village, the Paris 2024 Games will be compact and accessible, even with four additional sports in the program. Athletes and staff will find the event more convenient, cost-effective as travel will be limited and livelier as spectators and journalists will have no trouble reaching events. Using many existing and building temporary venues and infrastructure, the Paris 2024 concept combines competition and celebration, and brings athletes and fans closer together.

The speakers in the workshop will give the audience an insight into their business area and inform about their objectives and procedures ahead.

Oliver Debargue
Purchasing Director, Paris 2024

Olivier Debargue graduated from the Normandy School of Management and the London Chamber of Commerce, and worked in the procurement management department of Thomson CSF’s medical branch before joining the American company General Electric, where he was responsible, among other things, for corporate purchasing in Europe. He moved to France Télévisions in 2003 to set up its non-programme sourcing department and then took charge of the legal aspects of its procurement operations. As former VP of the charity Pas@Pas he was voted Procurement Decision Maker of the Year for 2012 from the magazine Décision Achat. Now, Olivier is the Director of Procurement of Paris 2024.

Frédéric Le Brun
Head of Energy, Paris 2024

Frédéric Le Brun has an engineer degree initially used in naval submarine design. After working in this sector, he moved to the event service industry, where he worked for Aggreko for more than 15 years. Frédéric had numerous positions and was involved in many major events in Europe, delivering temporary energy, electrical distribution and HVAC solutions.

Joining the Paris 2024 team as head of energy, he aims for supporting and implementing new solutions to supply reliable and renewable energy to the Olympics and Paralympics Games.

Benjamin Lévêque
Climate & Environment Impact Manager, Paris 2024

Benjamin is the Climate & Environment Impact Manager of the Paris 2024 Organisation Committee. He is in charge of leading the different assessments, developing and implementing the actions to fight against climate change and preserve biodiversity. He is also working on different cross-cutting projects to maximize the environmental performance of Paris 2024 (sustainable sourcing code, ISO 20121, ...).
AIPH, the International Association of Horticultural Producers, in addition to its leading role in the worldwide, ornamental horticulture industry, is the global body which approves World Horticultural Expos, public-facing events which attract many international participants and millions of visitors.

In the workshop the speakers will talk about these stunning, major events and present their Preferred Partner programme for quality suppliers.

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**Treve Evans**  
AIPH Senior International Relations Manager

Treve Evans joined AIPH in September 2018 as Senior International Relations Manager. Treve has extensive international experience having lived and worked in the Middle East, Africa and Indian sub-continent for over twenty-five years. During this time, he not only led country operations in the logistics sector but also managed a network of third-party service providers for TNT Express across the entire region. In addition to this, he has managed partnerships in China and Singapore. Treve oversees commercial partnerships, expo and membership development for AIPH.

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**Bernard Oosterom**  
AIPH President

Bernard has been President of AIPH since 2015. As potted plant grower and board member of several organisations within the ornamental sector, Bernard Oosterom has experienced much international cooperation across the horticultural industry. He has held roles as Chairman of the Dutch Council for Cooperatives (NCR), Chairman of its Novelty Protection Committee, Chairman of the Dutch Flower Auctions Association (VBN), and Chairman of the Members Board / Supervisory Board for FloraHolland. Bernard champions a future for international cooperation to bring the ornamental industry to the highest possible level and as a result enrich lives.
Honorary Members and Experts

Honorary members of AGES are personalities with an unique experience in temporary infrastructure for Events and who are specifically supporting AGES in achieving its goals.

Guy Lodge
Honorary Member

Guy is responsible for overlays and temporary infrastructure works at many large events and is an experienced IOC consultant.

Gilbert Felli
Honorary Member

Gilbert Felli was successively the IOCs Sport Director and Olympic Games Executive Director between 1990 and 2014. Since then, he is following various projects as Senior Olympic Games Advisor to the IOC.

AGES works with experts in different thematic areas. They understand our business well and are available to support members in their field of expertise.

David Stubbs
Expert on Sustainability

David is a leading authority on sustainability in sport and global mega-events and for several years he has been the lead sustainability advisor to the IOC.

Falco Zanini
Expert on Health & Safety

Falco handles event safety and premises licensing applications and is Fire Safety Advisor, Health and Safety Advisor and CDM Coordinator.
To achieve our objectives, we need partners who believe in the benefits of our initiative and who are ready to support our activities with their competences.

We are proud to introduce our long-term Partners:

- CargoLive for the business category “Logistics and Transportation”
- EY Group for the business category “Assurance, Tax and Legal”
Company Description
CargoLive Logistics provides custom-crafted freight forwarding for each client’s specific needs. No matter how remote the destination or how complicated the move, we specialize in expert logistical solutions for sporting events, motorsports, sailing and television and broadcast equipment.

We have offices in Australia, Canada, Japan, Spain, Belgium, the United Kingdom, Portugal, Mexico and the United States. CargoLive is also a member of a large network of foreign agents, allowing us to provide knowledgeable and personalized service across the globe. We know that no two shipments are the same and because of this, we customize logistics plans for each and every move, creating the ideal itinerary based on your time schedule, budget and cargo specifications.

Services
CargoLive Logistics utilises every mode of transportation according to the needs of the client, including domestic and international air freight, air charters, ocean containers, ocean charters, rail, oversized, FTL and/or LTL trucking.

For the planning of events that AGES members handle for their clients, CargoLive is capable of issuing ATA Carnet documents which allow goods to enter and exit a country duty-free. There are currently 72 countries participating in the Carnet system. The ATA Carnet system requires only a single bond to be secured within the country of origin. By utilising our Carnet services, cargo has a more streamlined entry and clearance process.

Finally and most importantly, CargoLive works with established and respected insurance brokers to create dynamic policies which cover the widest range of incidences and resolutions.

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Products or Services
EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies all over the world. We play a critical role in building a better working world for our people, for our clients and for our communities.

EY also has a fast growing legal global network that brings together more than 1.800 legal specialists in 70 countries.

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• Real Estate, Hospitality and Construction
• Media and Entertainment
• Private Equity
• Banking and Capital Markets
• Automotive and Transportation
• Wealth & Asset Management and 10 other industry sectors

Locations
728 offices in 150 countries with more than 210.000 people employed
The “Practice Guide for the Planning, Procurement and Delivery of Temporary Infrastructure for Major Events” is conceived as an inclusive publication for event organisers, building authorities and governmental bodies involved in event infrastructure. It is an encyclopaedic reference, written by recognised industry experts and structured in such a way as to facilitate various modes of use.

**Part I General Information** is divided into the main sections Planning, Procurement and Delivery. This 200-page document provides a narrative explaining the activities and procedures in chronological order, to facilitate a general understanding about temporary infrastructure works for large events. The writers describe and illustrate the relevant strategies, principles, methods, procedures and other information to guide the reader step by step through the delivery process; i.e. from Planning, through Procurement to Delivery of the event overlay works.

The first edition of Part I was published by AGES in 2019 and can be ordered in a print or digital version from the AGES web shop [www.ages.international/shop](http://www.ages.international/shop).

Currently AGES is editing **Part II Technical Information** which includes the main sections, Codes and Standards and Products and Services. This Part II will recommend recognized codes and standards which are applicable to temporary infrastructure works as well as define safety and quality requirements. Part II will also describe in a technical manner the Products and Services offered by the event builder’s industry.

The publication of Part II is planned in 2021.
The Association of Global Event Suppliers produces every year a Company Directory with a portrait of each member, associate member and partner.

Following the feedbacks from our members and for the sake of our environment, this Company Directory is now available in a digital format only. It is based on the information delivered by the members, associate members and partners of AGES and updated following the inputs and change requests delivered by the companies ahead of the Annual Event.

This annual publication provides a comprehensive compilation of the eco-system of the global suppliers, featuring the diversity of works categories available in the event infrastructure business. As such, this publication will help members, associate members and partners to better understand the business, the organisation and the capabilities of fellow members.

Furthermore, this Company Directory provides a valuable overview about the product offering and the adopted technologies for event organizers, governmental bodies, building authorities, or other entities dealing with event infrastructure, not to forget about the local event suppliers wishing to cooperate with global suppliers for large projects taking place in their countries.

You will find the digital copy on www.ages.international, entering in the member login area using the current password.

Other parties, like event organisers, governmental bodies, building authorities may request a copy by sending an e-mail to info@ages.international.
Your Notes
AGES Annual Event 2021

The Association of Global Events Suppliers and the hosts of the next Annual Event 2021 are pleased to announce:

**Save the date:** March 21-23, 2021

**Location:** Villa Park, Birmingham (UK)
Home of Aston Villa FC

See you in Birmingham!

Co-hosted by:

![csm live](image)

![Creative Technology](image)

![ESG](image)

„We welcome the participants of the Annual Event 2021 in Birmingham, home of the XXII Commonwealth Games in 2022. Getting closer to our event, it will be our pleasure to meet again with your members."

Ian Reid, Chief Executive,
Birmingham 2022 Commonwealth Games Organizing Committee
Members

- APCG
- Citec
- DHL
- Egabriel
- ES:ME
- Etherlive
- Gerflor
- GET Systems
- GIG
- Gracenote
- incast
- ME Engineers
- Populous
- Ryano
- SEL Logistics
- Showforce
- SOS Global
- TES
- Trivandi
- WNY
- ZAP Concepts
- ZND UK

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