

## **Press Release**

Berne, Switzerland, March 6, 2015

### **The momentum of the global event supplier industry**

**Executives of global event suppliers worldwide came together in Derbyshire (UK) to hold the first Conference and General Assembly of the Association of Global Event Suppliers (AGES). Governmental bodies such as the IOC and experts speaking at the first AGES Conference confirmed the right timing and expressed their full support to the initiative of this growing industry.**

### **The industry gathering**

For the first time members, associate members and experts came together in Derbyshire (UK), March 2 and 3 to discuss about the challenges and opportunities for temporary infrastructures and demountable venues for large events. The event was organized by the Association of Global Event Suppliers and hosted by Eve Trakway.

### **The momentum**

Martin Kallen, Director of UEFA Operations Division & EURO 2016 SAS CEO, who was speaking about the business opportunities for the coming UEFA EURO 2016 event in France reinforced the importance of temporary infrastructure for the operation of large events. The demand of such venue infrastructure for media, security, logistics, hospitality and fan zones is increasing from event to event. Kallen explained that the suppliers need to fulfil high selection criteria's. Quality, reliability and the innovation capacity are key, he said.

Also, Xavier Becker, Head of Venues, Infrastructure & Services at the IOC made an outlook for the industry based on the recently adopted Olympic Agenda 2020. He expressed the full support to the industry and explained that the IOC wants to actively promote the use of existing and temporary infrastructure to contribute to more sustainable and cost effective solutions. Furthermore the IOC wishes to develop the awareness regarding temporary infrastructure and to promote an earlier engagement with the suppliers market. On the other hand, Becker wishes the industry to develop innovative

solutions, also thinking about new reusable large facilities to provide more flexibility for organizers.

### **Active promotion and education**

Daniel Cordey, chairman, wants AGES to become the platform for the industry and establish both a framework and forums to become an integrated part of the delivery solution for all key stake holders. AGES will approach governmental bodies and organizers who are challenged to find appropriate solutions to explain the huge possibilities of the industry and to help develop true legacy plans for their events.

### **Growing Membership**

Founded by 18 members in June 2014, the Association of Global Event Suppliers has almost doubled in size. Guy Lodge, an honorary member of AGES who has been involved in three major events in Russia, Scotland and Brazil states: "Looking down the growing list of members it is very encouraging to see the incredible level of event expertise assembled around one table. It drives home the challenges that the industry faces, around budget pressures, varying procurement practices and regulatory compliance".

### **About AGES**

The Association of Global Event Suppliers (AGES) is a none-for-profit-making organization based in Switzerland which has been formed to become the label for quality and reliability for temporary infrastructure works for major events.

The members are market leaders of the international event suppliers industry and front runners in the development of new products and services. Together they annually deliver services and works for close to 1.5 Billion EUR.

AGES wants to address the capabilities of the industry to governmental bodies, key stakeholders and organizers of large sports events and to develop together suitable standards and procedures to facilitate interaction and to obtain cost-effective infrastructure solutions for future events.

For more information, please visit [www.ages.international](http://www.ages.international) or contact Daniel Cordey, Chairman of AGES at [info@ages.international](mailto:info@ages.international) or by telephone +41 79 407 06 06.

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