



EUROVENT SUMMIT ANTALYA

25-28 OCT 2022

B u i l d i n g B r i d g e s

Presented by:



Quo vadis, Trade Shows?

The Future of Industry Exhibitions in a Post-pandemic World

A fireside chat sponsored by ISK-SODEX

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Fireside chat with



Mr Toros Utku

Head of SODEX events

Hannover Messe Sodeks Fuarcilik



Fireside chat with



**BALTIMORE
AIRCOIL COMPANY**

Ms Lieve Vincx

Communications Manager

Baltimore Aircoil International

Fireside chat with



Ms Marta San Ròman
Director General
AFEC



Fireside chat with



Mr Thomas Weiss
Co-founder and CTO
MRstudios



Moderated by



Mr Markus Lattner
International Director
Eurovent





Let's look back:
Takeaways from the past two years



What do we expect of trade shows?

Roles and functions



Virtual Reality, Metaverse, and then?

Expectations and limits of digitalisation



Do we need change?
Requirements of the industry



How will the future look?

Visions and expectations



Open discussion: Q&A



A close-up view of a fireplace. The fire is burning brightly in the center, with yellow and orange flames rising from a bed of dark logs and stones. The fireplace is constructed from light-colored bricks, and the surrounding area is made of dark, rough-hewn stones. The overall atmosphere is warm and cozy.

Thank You!