



# ESU-Information

**After the European elections: ESU calls for support for the European fairground industry**

Cutting red tape as the key to success



Following the 2024 European elections, the European Showmen's Union (ESU) has renewed its demands to the newly elected MEPs and the European Commission. The focus is on the interests of showmen and fairgrounds in Europe. Small and medium-sized enterprises (SMEs) in the sector continue to face considerable bureaucratic hurdles that make it difficult for them to operate and for traditional folk festivals to continue to exist.

ESU President Albert Ritter announced increased lobbying efforts to drive forward the urgently needed reforms in the area of bureaucracy reduction. As Ritter emphasised, this should not only

benefit the showmen and showwomen, but also preserve the cultural diversity and heritage of fairgrounds in Europe.

"Fairgrounds," said the ESU President, "are an essential part of the cultural heritage in many European countries. They not only provide entertainment and leisure activities, but are also important economic factors for the regions. Every year they attract millions of visitors and create jobs. In order to preserve these traditions, it is essential to improve the framework conditions for fairground companies."



ESU-President Albert Ritter



Meeting of the European Parliament.  
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### **Demands of the ESU**

The main demands of the European Showmen's Union focus on reducing bureaucracy and supporting businesses. These include, among others:

**Simplification of authorisation procedures:** Showmen and showwomen are often faced with complex and time-consuming authorisation processes. Standardising and simplifying these procedures at European level could provide a remedy.

**Financial support and funding programmes:** Small and medium-sized fairground businesses in particular need access to financial assistance and special support programmes in order to be able to make investments and protect themselves against economic fluctuations.

**Reduction of bureaucracy:** The reduction of unnecessary bureaucratic hurdles includes both the simplification of administrative processes and the reduction of reporting obligations and documentation requirements.

Complex and time-consuming administrative requirements represent a considerable burden for showmen and showwomen. The president of the ESU emphasised that reducing these hurdles

would not only benefit showmen and showwomen, but also local authorities and the economy as a whole. Less bureaucracy means more time and resources for the actual work and ultimately also an increase in the attractiveness and diversity of fairgrounds.

The 2024 European elections have brought with them new political constellations. The ESU hopes that the newly elected representatives in the European Parliament will recognise the importance of the fairground industry and advocate for the necessary reforms. President Albert Ritter said: "The dialogue with the decision-makers will be intensified in the coming months in order to effectively represent the interests of the sector and achieve sustainable improvements. The Presidium of the European Showmen's Union and its national associations are determined to ensure that the showmen's concerns are heard and implemented in the political decision-making processes."

## **ESU-Information**

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