



# ESU-Information

## International showmen's reception at Expo Europe 2024 in Amsterdam

Discussion of current association topics at the ESU regulars' table



Dialogue partners at IAAPA Expo Europe 2024 in Amsterdam (from left): ESU Vice President Alex James Colquhoun; Rosa Severeys, President of the European Showmen's Women's Union; Michel Michiels; ESU Secretary General Steve Severeys; Nicolas Lemay, President of the Fédération des Forains de France; ESU Vice President Atze Lubach-Koers; Louis Delforge; Franck Delforge, long-standing ESU Vice President; IAAPA President Jakob Wahl; ESU Ambassador Jany de Vries.

A showmen's reception was held in Amsterdam on 25 September as part of the Expo Europe trade fair. The event was organised by the trade fair organiser, the International Association of Amusement Parks and Attractions (IAAPA), of which the European Showmen's Union has been a

member since February 2024. The ESU was represented at the exchange on current common topics in the European fairground and amusement park industry by Vice Presidents Alex James Colquhoun and Atze Lubach-Koers, Secretary General Steve Severeys, President of the European Showmen's Women Union Rosa Severeys, ESU Ambassador Jany de Vries and long-time ESU Vice President Franck Delforge, among others.

On behalf of the ESU, Secretary General Severeys congratulated the Chief Executive Officer (CEO) and President of IAAPA Jakob Wahl on his election to the highest office of the international association for the amusement and leisure industry. Steve Severeys referred to the long-standing friendship and constructive cooperation between the IAAPA and the European Showmen's Union.



From left: Secretary General Steve Severeys, IAAPA President Jakob Wahl, ESU Ambassador Jany de Vries.

During the subsequent tour of the exhibition halls, the ESU representatives held numerous discussions with showmen and showwomen from France, Germany, the Netherlands, Portugal, the Czech Republic and the USA. One of the main topics was the course of this year's fairground season.

During the ESU exchange with the exhibitors at Expo Europe, the representatives of amusement ride manufacturers reported on a positive economic situation. According to the company representatives, the industry is reporting a good order situation, with many orders from fairground companies. Another sign of the positive development is the increase in the number of manufacturing companies, for example in Turkey, Romania, Italy, Poland and China. Overall, the leisure industry is optimistic about the future. General Secretary Steve Severeys also sees this

trend as a positive sign for the future viability of the European fairground industry - 'if the framework conditions are right', emphasised Severeyns.

In the second part of the day's programme, the ESU representatives met to discuss current association topics at the 'ESU regulars' table'. Commenting on the interim results of the 2024 fairground season in Europe, Secretary General Severeyns explained that turnover had fallen slightly compared to the previous year, but that they were now optimistic about the autumn season.

Among other things, the exemption from the 'Ecotaxe' for showmen's vehicles was discussed with the French colleagues. Since 2013, this ecotax has had to be paid for every vehicle registered in France or abroad for freight transport with a gross vehicle weight of over 3.5 tonnes. The tax amounts to between €0.025 and €0.20 per kilometre.

In the further course of the discussion, Vice President Alex James Colquhoun, Chairman of the Scottish section of the Showmen's Guild of Great Britain, reported on the status of preparations for the 43rd ESU Congress from 21 to 23 January 2025 in Edinburgh. The participants then discussed other items on the programme, such as the ESU reception in the Scottish Parliament and the supporting programme.

### **IAAPA Expo Europe 2024 with record participation**

The IAAPA Expo Europe trade fair, from 23-27 September 2024 in Amsterdam, saw record participation. As the organiser announced on the last day of the show, around 17,370 participants visited the exhibition centre 'to network with peers, share best practices and resources, and explore the latest innovations during the four-day conference'. IAAPA Expo Europe 2024 also welcomed a total of 13,195 qualified buyers representing 11,529 buying companies and more than 680 exhibiting companies.' (Source: [www.iaapa.org](http://www.iaapa.org))

## **ESU-Information**

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