



**REPORT TO: THE EXECUTIVE MAYOR AND MEMBERS OF THE MAYORAL COMMITTEE
AND THE SPATIAL PLANNING AND ENVIRONMENTAL PORTFOLIO COMMITTEE**

CC22728

1. **ITEM NUMBER MC 14/07/19**
2. **SUBJECT: FEEDBACK ON THE INTERNATIONAL TRIP UNDERTAKEN FROM 1st May TO 3rd MAY 2019 TO ATTEND THE 60th ANNUAL INTERNATIONAL FEPE OUTDOOR ADVERTISING FEDERATION CONFERENCE IN DUBAI**

ONDERWERP: TERUGVOERING OOR DIE INTERNASIONALE REIS VAN 1 MEI TOT 3 MEI 2019 VIR DIE BYWONING VAN DIE 60STE JAARLIKSE INTERNASIONALE FEPE-KONFERENSIE VAN DIE FEDERASIE VIR BUITELUGREKLAME IN DUBAI

**ISIHLOKO: INGXELO EMALUNGA NEHAMBO KUMAZWE APHESHEYA UKUSUSELA NGOWO-1 UKUYA KOWE-3 KUCANZIBE 2019
NGENJONGO YOKUZIMASA INKOMFA YONYAKA YAMA-60 EYINKOMFA YOMBUTHO WEHLABATHI ONGEZIBHENGEZO ZANGAPHANDLE I-FEPE EQHUTYELWA E-DUBAI**

[LSU: K4511]

3. **EVENT SUMMARY**

EVENT DETAILS	
CONFERENCE/SEMINAR	60th ANNUAL INTERNATIONAL OUTDOOR ADVERTISING FEDERATION CONFERENCE IN DUBAI
DATE	1ST MAY 2019 to 3RD MAY 2019
VENUE	INTERCONTINENTAL FESTIVAL DUBAI CITY HOTEL
CITY	DUBAI
COUNTRY	UNITED ARAB EMIRATES

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ATTENDEE DETAILS

NAME AND SURNAME	DESIGNATION
DEBBIE EVANS	CHIEF ENVIRONMENTAL CONTROL OFFICER

PROVIDE SUMMARY OF HOST ORGANISATION / CITY

FEPE International (the Federation Europeenne Publicite Exterior) established in 1959, is the only global Out of Home Association, working to promote and improve the OOH industry on behalf of its members. Board members include JCDecaux, Clear Channel, Exterior, Ocean Outdoor, Ströer, Pikasso, OUTFRONT Media, oOh!Media, and Selvel One. A number of these members presented very innovative and creative advertising trends at the conference, a number of these innovative advertising ideas are highlighted in Annexure A.

Membership is open to all companies who operate in the Out of Home (OOH) sector. (Out of Home is a term used in the Outdoor Industry which refers to the outdoor advertising industry) As a non-profit Federation surplus funds are reinvested in industry issues such as research and the annual FEPE International congress. FEPE are members of European Advertising Standards Alliance (EASA) and European Society for Opinion and Marketing Research (ESOMAR) in Europe as well as a founding member of International Council for Ad Self-Regulation (ICAS), the global organisation for advertising self-regulation. FEPE actively works to help our membership with legislation issues within their own countries as well as advising on wider industry matters.

FEPE International has its own website to provide the latest information about the outdoor advertising market and plays a lead role in the standardization of labels for outdoor advertising research data.

OUTDOOR ADVERTISING IN DUBAI AND ABU DHABI

During the duration of the conference I had the opportunity to observe the various formats of outdoor advertising both in Dubai and Abu Dhabi. Ms Evans noted that there was definitely a sense of controlled outdoor advertising and upon looking at their advertising manual, noted that their principles on protecting their unique environment was very similar to Cape Towns. Here is an extract from their manual:

“The primary decision making principles of roadside advertising regulation in Abu Dhabi are based on road user safety and traffic efficiency. However, the approval of roadside advertising, visible to and targeted at, road users must also consider an element of respect for the inherent splendour of the Emirate’s natural resources, preserving areas of scenic beauty, historic value and Abu Dhabi’s cultural and religious identity. These elements are defined as “a measure of the visual quality of a site or area experienced by residents, workers or visitors.” Therefore, no roadside advertising signs in Abu Dhabi shall “be detrimental to the environment or to the amenity and local character of a human living environment by reason of size, shape, colour, texture, intensity of illumination, quality of design or materials or for any other reason”

4. OBJECTIVE

The outdoor advertising and signage industry is one of many dynamic industries operating in and around the city. Outdoor advertising, retail signage, posters, newspaper headlines and estate agent show house signs all contribute in their own way to Cape Town's local economy. The goal of the City of Cape Town is to maintain a sustainable balance where these interests meet or may be in conflict.

The City intends to make improvements to this existing 2001 Outdoor Advertising and Signage By-law, in places where improved wording is needed, where additional up-front approvals will reduce red tape, where new technology can be addressed and to help support the work of non-profit bodies and of departments. The existing by-law has been tested Constitutionally and by judicial review and has proven itself on both counts and will remain the main framework for the aforementioned improvements while adhering to the principles for a livable, uncluttered city. Outdoor Advertising is also a generator of economic activity and a source of revenue, both to the City and to Non Profit organizations.

In order for officials to keep pace with the methodology employed by other international metropolitan cities with regard to the administration and enforcement of this industry as well as to keep pace with this ever changing industry, attendance at the International FEPE Outdoor Advertising conference for Ms Evans was approved with the following objectives:

- to obtain unique insights and exposure into the latest outdoor advertising trends employed by the outdoor industry around the world so that the City's by-laws could accommodate any new international trends;
- to provide unique opportunities to interact and engage with with leaders in the industry,
- to engage with outdoor media companies and regulatory authorities to see how other countries around the world deal with statutory compliance and enforcement.
- to inform the review of Cape Town's Outdoor Advertising and Signage Bylaw in 2019.

5. OUTCOMES OF ATTENDANCE INCLUDED

- This year's conference, held from the 1st May until the 3rd May 2019 was attended by 450 Delegates from 5 continents, and 43 countries, the largest FEPE conference ever held. Moreover, there 16 delegates from South Africa the most represented African Country.
The conference provided Ms Evans with a valuable learning experience and was an excellent opportunity to interact and exchange findings and views during conference sessions, coffee breaks and conference dinner.
- The Keynote Speaker at this year's conference was Jean-Charles Decaux. Chairman of the Executive Board of the world's largest Out of Home media company, JCDecaux. He analysed the big global issues facing Out of Home, and in particular the need to boost its share of the \$635bn global advertising market from its current 6.7 per cent. In addition, there were other speakers,

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including representatives from Out of Home companies, specialists, media and ad agencies from around the world. Annexure B

- Another key note speaker, the outgoing President and CEO of the Outdoor Advertising Association of America, OAAA, Nancy Fletcher, spoke on the research done around driver distraction and road safety with regards to digital billboards. When digital billboards first appeared 20 years ago along US roadways, these high-tech signs raised an important public policy question: Do they distract drivers to the point of risking traffic safety?

Then-OAAA Chairman Kevin Reilly Jr. of Lamar Advertising got right to the point, saying, "As responsible business owners, we want to know that digital billboards are safe." The industry's pioneering research, which was extensive, said digital billboards are not distracting.

The federal research that followed – exploring driver behavior – used the same methodology, a vehicle equipped to monitor eye glances. The federal report, released in 2013, affirmed the industry's earlier research that digital billboards are not distracting. Ms Evans has requested these detailed studies from the OAAA for further information that might assist the Transport Engineers when considering any changes to it's current Road Traffic safety requirements in the By-law.

- It was pointed out that all governments and cities around the world are encouraging beautification around billboards and digital advertising and outdoor companies need to take note of this and focus on more creative advertising but still taking the surrounding environments into consideration.
- Ms Evans had a unique opportunity to discuss Outdoor Advertising by-law's in South Africa and in particular, the proposed review of the City of Cape Town's By-law with the President of FEPE International, Mr Tom Goddard and he was surprised to note that Ms Evans was the only person attending the conference from a City who regulates Outdoor Advertising By-laws.

Mr Goddard went on to congratulate the City of Cape Town for bringing a delegate to the conference and further stated that more cities, like Cape Town, who regulate outdoor advertising, need to attend the FEPE conference. He stated that going forward he would be inviting and encouraging more municipalities and cities that regulate outdoor advertising, to attend future FEPE conferences. He further stated that the Outdoor Industry around the world seemed to get a lot of resistance on outdoor from various regulatory bodies but they did not always want to engage with FEPE on these issues and once again complimented the City for sending Ms Evans to attend and said that he hopes that the City they will continue to do so each year and attend the next conference in Toronto in 2020.

- Ms Evans connected with various international media players, outdoor signage companies as well as regulatory bodies and leading outdoor advertising agencies from around the world, including Nancy Fletcher, the President and CEO of the Outdoor Advertising Association of America, Jean-Charles Decaux,

Chairman of the Executive Board of JCDECAUX international, Tom Goddard, the FEPE President and various other outdoor industry leaders.

- The final announcement of the conference was the change of name of the Organisation from FEPE to WOOHO (World Out Of Home Organisation).
- Ms Evans will be following up with these contacts over the next few months to follow up on further research material for the Outdoor Advertising and Signage By-law and opportunities for shared learning.

- ☐ - Partnership Agreement
- ☐ - Membership Agreement
- ☐ - Grants Agreement
- ☐ - Memorandum of Understanding
- ☐ - Statement of Intent
- ☒ - Other

6. ACTIONS REQUIRED

Ms Evans will be following up with various international contacts over the next few months to follow up on potential opportunities for shared learning and further developing relationships.

Some of the new trends and innovations that were discussed at the conference that can be looked at during the review of the by-law, are as follows:

- to review digital signage opportunities and introduce guidelines for the various digital platforms in outdoor advertising;
- to identify opportunities for revenue generation from outdoor advertising (static or digital) on City facilities/ properties;
- to provide for designated creative and innovative display areas around the City for the utilisation of sponsored awareness campaigns such as Saving water, Women's day, reducing plastic etc;
- to provide guidelines on encouraging more creativity with regards to outdoor advertising and
- to continue building on the constitutionally valid regulatory framework.

7. IMPLICATIONS

- | | | |
|---|--|------------------------------|
| 7.1 Constitutional and Policy Implications | No <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> |
| 7.2 Environmental implications | No <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> |
| 7.3 Financial Implications | No <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> |

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7.4 Legal ImplicationsNo ☒Yes ☐**7.5 Staff Implications**No ☒Yes ☐**7.6 Risk Implications**No ☒Yes ☐

Attendance at this conference has positively contributed to the City's ability to assess and implement creative outdoor advertising by-law changes.

8. RECOMMENDATIONS

Recommended that:

- a) the feedback report on the trip to attend the FEPE International Outdoor Advertising and Signage Conference undertaken by Miss D Evans on the 1st to 3rd May 2019 be noted.
- b) The feedback report be referred to the Spatial Planning and Environment Portfolio Committee for noting.

AANBEVELINGS

Aanbeveel dat:

- a) daar **kennis geneem word** van die terugvoeringsverslag oor me. D Evans se reis om die FEPE- internasionale konferensie oor buiteligreklame en kennisgewingborde van 1 tot 3 Mei 2019 by te woon.
- b) Die terugvoeringsverslag vir kennisname na die portefeuljekomitee oor ruimtelike beplanning en die omgewing verwys word.

ISINDULULO

Kundululwe ukuba:

- a) **Makuqwalaselwe** ingxelo emalunga nehambo engokuzimasa iNkomfa yeHlabathi engeZibhengezo zangaphandle neZalathiso i-FEPE, eqhutywe nguNksz D Evans ukususela ngowo- ukuya kowe-3 kuCanzibe 2019.
- b) Ingxelo engenkcazelo ngokwenzekileyo mayidluliselwe kwiKomiti yemicimbi yeSebe kwezoCwangciso lweMihlaba engamaBala ukuze iqwalaselwe.

9. GENERAL DISCUSSION

Please refer to sections 4 and 5 above for discussion of the objectives and outcomes of attendance of the FEPE International Outdoor Advertising and Signage Conference.

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In addition, some further information about the latest trends discussed and previewed at the conference is provided below and in Annexure A by way of photographic examples.

DIGITAL ADVERTISING

- One of the main topics across the conference was the future of digital and interactive outdoor advertising. It is predicted that there will be a 50% digital growth in the next 3 years in outdoor advertising but only if the Industry becomes more stimulated, creative and ensure that advertising contains more dynamic content. Digital advertising is also estimated to have 2,5 times more impact than static billboards.
- New LED technology also appears to be replacing traditional high-intensity lighting, which is not only eco-friendly but also a means of cost-cutting. Moreover, LED technology provides lighting that lasts 20 times longer than incandescent lamps and cuts power consumption by 80%.

INTEGRATION OF MOBILE INTO OOH

- Advertisers can also dynamically trigger ads based on the types of mobile devices near the OOH channel, meaning an iPhone owner might see a different ad than an Android user. There will be a lot more mobile phone interaction with outdoor advertising indoor and outdoor.

- **FACIAL RECOGNITION**

This technology uses facial recognition cameras within billboards to identify characteristics from passers-by, such as their age or gender. And then it then uses that information to tailor adverts.

- **GREEN ENERGY – Via Verdi- Mexico City**

The Via Verde project focused on “turning Mexico City’s grey to green” through the construction of vertical gardens on columns along the Periférico highway, which rings the central city. The photogenic plants climbing up the freeway barriers have featured in countless videos in local and international media, and often referenced as a sign of the polluted city’s changing priorities.

Construction on greening the 1,000 concrete columns began later in 2016 and, so far the plants are thriving. Some of the benefits include:

- Improved air quality
- Reduce urban noise
- Restore the connection with nature
- Positively transforms the urban image
- Brings new green areas to the City

- **STREET FURNITURE**

JC DECAUX has introduced bus shelters in Paris in 2013 which are set to become THE global benchmark in advertising bus shelters. They provided the City with a shelter with a refined structure, complete with a clear roof inspired by the shapes of the islands on the Seine and the leaves on

Parisian trees. Equipped with connected services, this new model marked the re-invention of the bus shelter in the urban setting, in which the key objective was to define a new public space, a fair compromise between urban assets and modernity synonymous with Parisian elegance.

- **OTHER NEW TRENDS – Mobile phones interacting with outdoor media**

Marc- Antoine de Roys, Global CEO of Kinetic, covered the topic 'Mobile Out of home'. Marc made the point that mobile is not just another partner medium of Out of Home, but is an Out of Home medium by itself. He also highlighted that the merger of both Out of Home and mobile phones can be the way forward for the medium. This can be done by combining the outdoor medium with different equipment such as wearable and other utility products.

In addition, a number of other new ideas for smaller creative advertising formats were shown to delegates throughout the conference which would suite the environment of the City of Cape Town and these ideas can now be included in the proposed by-law amendments and which will encourage smaller and more interactive outdoor advertising around the City.


In conclusion, as mentioned above, there are a number of new trends that are headed our way and we as a City would like to lead the way by promoting innovative and creative outdoor advertising in our by-law review but still keeping maintaining to strike a balance between outdoor advertising opportunities and economic development on the one hand, and the conservation of visual, tourist, traffic safety, environmental and heritage characteristics of Cape Town on the other hand.

10. ANNEXURES

Annexure A 2019 New trends in creative Outdoor Advertising

Annexure B Summary of The Speakers at The Conference

FOR FURTHER DETAILS, CONTACT:

DATE			
NAME	Debbie Evans	CONTACT NUMBER	021 4006531
E-MAIL ADDRESS	Debbie.evans@capetown.gov.za		
DIRECTORATE	Spatial Planning and Environment	FILE REF NO	440/19
SIGNATURE :	 		

KAWISEMAN
Act'g Director: EMD

Aceng


 EXECUTIVE DIRECTOR
 OSMAN ASMAL
NAME *28/5*DATE *28/5/2019*

COMMENT:

*Recommendations to be taken further
who present yours*



MANAGER: INTERNATIONAL RELATIONS

DR. DENVER VAN SCHALKWYK

30/05/2019

DATE

COMMENT:

ACTIONS NOTED


 LEGAL COMPLIANCE

☒ REPORT COMPLIANT WITH THE PROVISIONS
 OF COUNCIL'S DELEGATIONS, POLICIES,
 BY-LAWS AND ALL LEGISLATION RELATING
 TO THE MATTER UNDER CONSIDERATION.

☐ NON-COMPLIANT

COMMENT:

NAME

Jean-Mari Holt

TEL

021 400 2753

DATE

05/06/2019

27/11
 Certified as legally compliant:
 Based on the contents of the report.



CITY MANAGER

LUNGELO MBANDAZAYO



DATE

☒ SUPPORTED FOR ONWARD SUBMISSION TO:

MAYCO ☐

RELEVANT SECTION 79 OR 80 COMMITTEE ☒

☐ NOT SUPPORTED

☐ REFERRED BACK

COMMENT:



CAMPAIGN WINNER - Wave of Waste' was recognised by FEPE, the global outdoor advertising body, with the Creative Classic Award at 2019's awards ceremony. Corona installed a sculpture of a crashing wave built from plastic collected in the UK at Primesight's Old Street Domination to mark World Oceans Day on 8 June 2018. The plastic weighed 1,200kg, and was composed of over 10,000 individual pieces – representing the amount of marine plastic pollution found on the beach every two miles in the UK. Members of the public were invited to contribute to the wave by dropping off their own plastic waste at the site in the run-up to World Oceans Day.



CAMPAIGN WINNER- WOMEN ABUSE -Interactive billboards showing a woman with a bruised face with the words 'look at me' were erected to coincide with International Women's Day in March. Using facial recognition technology each time a person paid active attention to the poster the bruises disappeared. In addition, a live video feed ran along the bottom of the screen showing those looking at the screen and registered the views.



DIGITAL BILLBOARDS - showing real time information



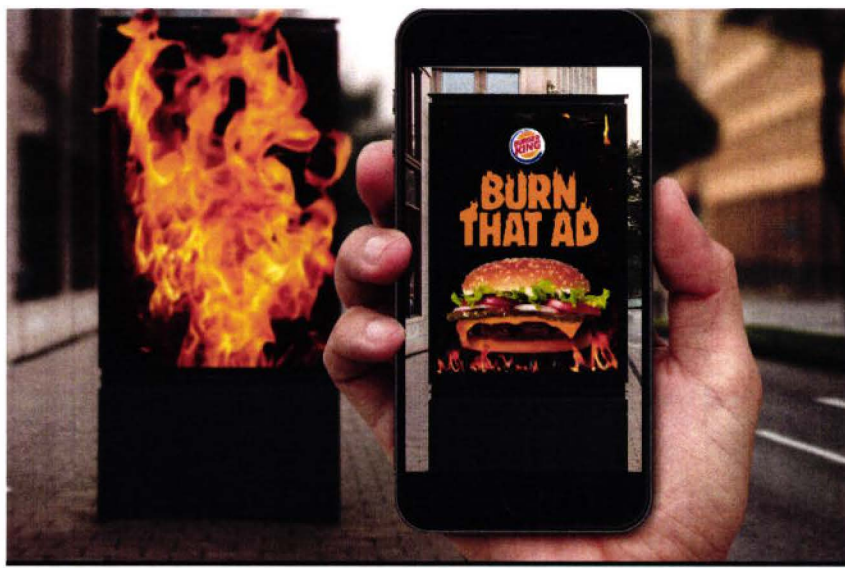
DIGITAL MALL SIGNAGE – Digital signs strategically placed at Shopping malls –



DIGITAL ON BUS SHELTERS - messaging changes with time and weather



CELLPHONES INTERACTING WITH OUTDOOR -The interactive campaigns aim is to encourage passersby to discover what is the most menacing danger lurking in the oceans by filling the screen with the silhouette of a menacing, deep sea creature, accompanied by the headline “Discover the ocean’s biggest threat”. Participants were invited to use their mobile phones to connect with the screen via its free wifi. A combination of 3D technology, video and streamed data then turned their phones into virtual torches which was used to detect what is really casting the shadow on the screen. The torches revealed that the biggest threat to our oceans isn’t sharks or sea-monsters, [its single-use plastic](#).



CELLPHONE INTERACTIVE “Burn that ad” cellphone users with a Burger King app on their phone can tap their cellphone while pointing their smartphone camera at billboard ads from other competitors like McDonald’s and when they tap and point at the competitors ad, the ad burns and reveals a free voucher.



TELSTRA: Phone box ads feature NFC tags

Cellphones interacting with digital ads



FACIAL RECOGNITION - Passersby engaged with the billboards located in high-traffic areas in Sydney, and virtually ate a whole Magnum! The interactive campaign recognised and responded to facial motion. After smiling to activate, the user would bite the Magnum Infinity on the billboard, triggering the internal camera to register the mouth movements and imitate it by biting the on-screen ice cream.





PROJECTED SIGNS - Projected light show onto the Festival Hotel in Dubai. Spectacular to watch – over 15 000 people watch daily- this can be recreated at V&A waterfront for example and attract vast amounts of tourists



GREEN VERTICAL GARDEN – Via Verde Mexico City - Eco solutions to combat pollution- convert highway columns into vertical gardens to further improve air quality in Mexico City.

ANNEXURE B - SUMMARY OF THE SPEAKERS AT THE CONFERENCE



FEPE International is to become the **World Out of Home Organization** - announced at last week's Congress in Dubai - and its next Congress, the first as WOOHO, the 61st for FEPE - will be held in **Toronto**.

425 delegates from across the world gathered in Dubai to hear from an impressive line-up of speakers from all sides of the industry on the theme The Fame Game.

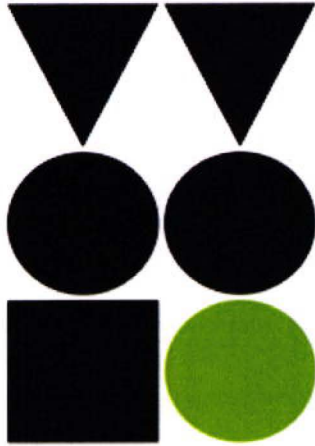
A masterly Keynote Address from Jean-Charles Decaux on the first morning set the tone for an event which analysed the big global issues facing Out of Home, in particular the need to boost its share of the \$635bn global advertising market from its current 6.7 per cent.

Barry Cupples, the new global CEO of Out of Home specialist agency Talon and a former head of investment at Omnicom Media Group, said progress shouldn't stop at ten per cent but should aim even higher.

Other first day speakers included Tim Delaney, Chairman of creative agency Leagas Delaney, who provided an invaluable leading creative's perspective on the medium, in particular how to use it for best effect.

- Stephen Whyte, Global CEO of Posterscope, said the medium needed to become more dynamic while Christof Baron, Global Head of Media at Sanofi Consumer Healthcare, said the medium needed to "connect the dots" to win its rightful share of global ad budgets.
- Nancy Fletcher, the outgoing President and CEO of the Out of Home Advertising Association of America (OAAA) provided a long view for the medium with her customary insight and grace while Peter Egart, Vice President International Regions of Daktronics, looked at the journey of digital Out of Home in the Middle East.

- PJ Solomon Head of Media Mark Boidman's market update and predictions is one of the annual highlights of Congress and he pointed to ways the industry could navigate its way to a successful future.
- Stephanie Gutnik of Broadsign invited Congress delegates "not to be dinosaurs" in a sparkling presentation before Innovation Consultant Dino Burbidge of Dinomo began the Awards session of Congress which culminated in the presentation of Creative, Lifetime Achievement, Leadership, Technical Innovation (decided by delegates) and Rising Star Awards at the first evening's Gala dinner.
- The bar had been set very high for the second day's speakers but, led by Kinetic Gobal CEO Marc-Antoine de Roys, who examined the burgeoning mobile market, they rose to the challenge.
- Natalia Pavlikova of Russ Outdoor provided a fascinating insight into Russia's huge and rapidly developing Out of Home market while Rick Robinson, Partner and Chief Strategy Officer of the biggest independent US OOH specialist Billups, echoed creative Tim Delaney's plea to use the medium to best advantage - to create fame for brands, the theme of the Congress - in a rousing presentation.
- Jean-Christophe Conti, CEO of programmatic OOH platform VIOOH began an examination of programmatic with all its challenges, followed by a panel with Sheldon Silverman of SmartBomb Media Group, Andreas Soupliotis, founder of Hivestack, and Andy Sriubas from US OOH giant Outfront Media.
- Richard Sunderland, CEO of brand consultancy Heavenly which worked with FEPE on its rebrand, said it was time for OOH to get closer to the consumer. Gabriel Cedrone, President of Asociacion LatinoAmericana Out of Home, WOOHO's newest national associations member, described the growth of OOH in the region.
- Zhao Jian, Deputy General Secretary of the China Advertising Association, and Jim Liu from BNR Communications, demonstrated how the medium was contributing to growth in one the world's biggest and most dynamic markets with 'New Retail, New Out of Home.'
- Kym Frank, President of Geopath, and John Ellery, Executive Director of FEPE updated Congress on the Associations and Research Meeting, an important part of WOOHO behind the scenes.
- CEO Heather Andrew and Director of Sales and Marketing at Neuro-Insight, which measures brain response to communications to measure ad effectiveness, spoke of 'Fame on the Brain,' with her colleague Peter Pynta, the neuro-science of how OOH can make brands famous.



**WORLD
OUT OF HOME
ORGANIZATION**

This was a fitting end to an inspiring Congress that endeavoured to strike a balance between OOH's essential ability to create big, famous brands economically and efficiently while seeking to incorporate the changes brought by data-driven developments, most notably programmatic.

FEPE President Tom Goddard says: "In my experience, this was by far the best FEPE/WOOHO Congress to date.

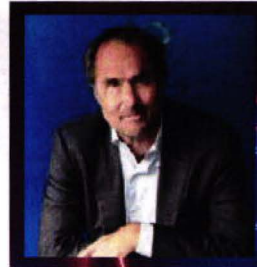
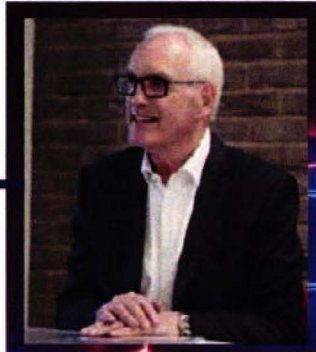
"Dubai marks an important staging post for the industry as we move into a challenging but potentially immensely productive period for Out of Home.

"It was a truly global event with a record number of delegates from every worldwide market and the ground we covered was extraordinary. On behalf of WOOHO I would like to thank all the speakers and delegates for making this such an outstanding event.

THE BOARD

TOM GODDARD

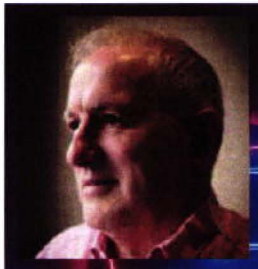
The FEPE President
and Chairman
of Ocean Outdoor



PHILIPPE BAUDILLON
Regional President of Clear Channel
France, Belgium, Netherlands



BRANDON COOK
CEO oOh!media
Australia



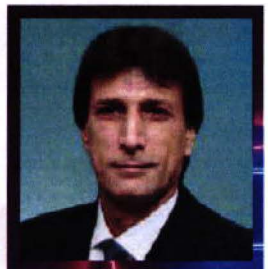
GUILLERMO DE LELLA
Director Grupo al Sur S.A.
Argentina



DANIEL HOFER
Member Global Executive Board
JCDecaux - France



JEREMY MALE
Chairman & CEO Outfront Media
U.S.A. & Canada



NOOMI MEHTA
Chairman Selva One Group
India



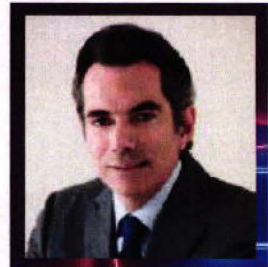
KATRINE A. ROBERTSON
CEO blowUP media
UK



CHRISTIAN SCHMALZL
Co-CEO Ströer SE & Co. KGaA
Germany

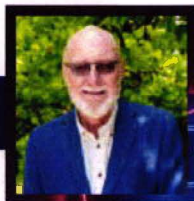


LEON TAVIANSKY
CEO Exterior Media
UK



ANTONIO VINCENTI
Chairman & CEO Pikasso
Lebanon

THE FEPE EXECUTIVE TEAM



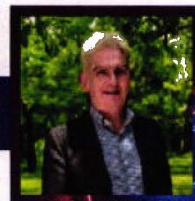
JOHN ELLERY
Executive Director
FEPE International



MARK FLYS
General Secretary
FEPE International



ANNA MARIA PISANO
FEPE Event Organiser
Global Studio Italy



RICHARD SATURLEY
Operations and Comms Manager
FEPE International