



Luc Maene

A FOCUS ON EUROPE

AS THE EUROPEAN ECONOMY IS LOOKING TO RECOVER FROM THE ECONOMIC TURMOIL, IT IS TIME FOR THE ASSOCIATION SECTOR TO DEVELOP NEW INITIATIVES TO ENCOURAGE PARTICIPATION ACROSS ACTIVITIES - INCLUDING THE UPTAKE IN MEMBERSHIPS AND CONFERENCE ATTENDANCES. EUROPEAN ASSOCIATIONS MUST WORK TOGETHER TO STRENGTHEN THE EUROPEAN COMMUNITY TO SHARE BEST PRACTICE AND TAKE PART IN EUROPEAN ISSUES THAT WILL AFFECT HOW YOUR ASSOCIATION OPERATES.

TEXT LUC MAENE DIRECTOR GENERAL OF THE INTERNATIONAL FERTILIZER ASSOCIATION AND PRESIDENT OF ESAE

Associations must now take the lead into the economy to develop close partnerships with each other. With the economy steadily on the road to recovery, associations should not wait for activities to occur. We must promote our activities as content

to be reviewed where we can share new methods to offer our members an even better service than before.

Now, with the expanding demands of the 'new Europe', our skills in partnership

European legislations are increasingly important to associations. A collective voice from associations giving their insights into European legislations can change the way how your association can work for the benefit of your associations and your members. Without your voice, changes in Europe may work against associations representing industrial sectors.

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At ESAE we give the latest in European issues and trends that affects your association and innovative ways to inspire your members. ESAE provides a platform to promote Europe as a community for European managers and CEO's exchanging insights and networking with influential European professionals. The key to the future is working together and emerge Europe as one.

being the key message to increase delegates. It is also important for associations to take advantage of the changing world as technology is advancing day-by-day, some strategies that worked in the past will need

building will be more in demand than ever before. These skills will be tested as well - as additional countries join the European Union, and young associations there seek to grow and develop.

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