2018 Annual Report Index

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2018 - A plan for steady growth

AIM Group International has been at the forefront of the meetings industry for almost 60 years thanks to our team’s dedication to constantly update, enhance and improve. Relying on a well-structured organisation and on a track record of successful experiences, we have consistently pursued this strategy which guarantees long-term value for the entire Group.

In 2018, we implemented the new Business Plan 2018-2020, which lays down the foundation and a path for steady and solid growth based on innovation, increased competitiveness, business development, diversification and economic efficiency.

2018 was marked by significant achievements in a number of these areas including: new business acquisitions; efficient organisation of an impressive number of congresses and events; client diversification and financial consolidation. All of these results are based on integrated, coordinated and cohesive efforts by all our companies, offices, departments and corporate functions, as they strive to deliver the best quality with the same level of commitment.

2018 was a year marked with several new initiatives. The major projects realised include investments in communication with the acquisition of the majority stake of Vangogh agency, which enabled our Group to enlarge the range of services offered to clients; the development of synergistic partnerships and the opening of a new office in Barcelona. Furthermore, we continued the reorganisation and optimisation of the AIM Group International Offices network with a focus on process alignment, fruitful collaboration, cross-selling and growth.

Thanks to these improvements, led by the management team and supported by everyone’s hard work, AIM Group International looks positively to the future. Our Business Plan is orienting us to be stronger, with an enhanced international profile and, most importantly, a financially robust position.

Quality and innovation will continue to be our main driver over the next few years. Association and corporate clients, new technologies, emerging competitors and markets require us to provide more value, raise quality standards and innovate the way to support our clients deliver effective events. It is a common challenge in the meeting industry and we are confident that, thanks to our investments, expertise, long experience and staff professionalism, we will continue to further position AIM Group International as a global leader in the meetings industry.

Gianluca Buongiorno,
President AIM Group International
New investments and solid profitability

In 2018, we launched our new Business Plan for the period 2018-2020. Based on the solid results achieved in the previous Business Plan 2015-2017 and on the clear trends of growth, this plan sets out an ambitious development path focused on three main priorities: consolidation of our business portfolio; new strategic acquisitions to increase our competitiveness and respond to client needs; and the opening of new offices in dynamic destinations.

This year, we have focused on strengthening our main lines of business, while paying close attention to digital and multichannel communication services. The acquisition of the majority stake of vanGogh creative agency has allowed the Group to provide an integrated conference, digital and communication offering that supports association and corporate clients with their branding, strategy and communication.

In regard to the details of our economic results, our 2018 Consolidated Balance is positive with both the EBITDA and overall turnover recording a double-digit increase compared to the 2017 results. The EBITDA is almost 2.7 million euro, representing 3% and recording a +28% increase compared to the 2017 EBITDA, and the overall turnover is 99 million euro, with a +13% of growth. When including those companies not fully owned by the Group, the overall turnover surpasses 110 million euro. These results are in line with the Business Plan 2018-2020 which sets the future financial goals with the EBITDA at 5%.

The main drivers of growth are coming from investments in Research & Development which are leading to an evolution of the business and in the adoption of new advanced technologies. We are also focusing on the delivery of Mega Events which guarantee very high attendee numbers, such as the Lions Clubs World Convention 2019 or World Routes 2020. Securing this business should ultimately have a significant, accelerating impact on the business plan and on the bottom line.

Finally, the value that we will emphasize in our plan is growth coupled with high profitability.

Gianluca Scavo, CEO AIM Group International
ABOUT AIM GROUP INTERNATIONAL

AIM Group International is a leading company in congresses, events and communication with almost 60 years experience.

Founded in Italy as one of the pioneers in Professional Congress Organisation (PCO), AIM Group has consolidated its presence internationally. The company has enriched its staff by recruiting a team with different multidisciplinary abilities, invested in advanced technology and tools and has developed know-how across a broad spectrum of relevant services.

Setting industry standards
We strive to create inspiring and engaging meetings, events and communication projects and make them more impactful, ultimately raising the industry standards. Our AIM is to become the preferred partner of association and corporate clients and to help them drive change and growth, by creating strategic collaborations, tailored solutions and memorable experiences.

Change Seekers
The way clients and participants interact and conceive events is constantly changing. So we keep on looking for the most suitable innovations which affect event formats, participant engagement, powerful learning, knowledge sharing, sponsorship opportunities, multichannel communication and networking.

Unity & Personalisation
Partnerships with our clients are strong and longstanding, thanks to our deep understanding of their needs, history, culture and processes. Our teams develop a real sense of unity with each of our clients and act not only as a partner, but as an extension of the client team. Whether it is a major congress, a continuing medical education seminar, incentive travel trip, a corporate meeting, our aim is to support our clients to reach their goals, to personalise their event and provide innovative solutions.

Forward-looking Approach
AIM Group believes in the future and invests in innovation and education. We explore the latest trends, techniques and technologies, with a view to enhancing both the Return of Investment (ROI) and Return of Objectives (ROO). We are actively involved in the most important international industry associations, contributing to the development of professional standards.

Worldwide know how & local experience
We can rely on 17 offices with an in-depth knowledge of local markets and destinations. Our highly responsive and talented staff support clients from a raft of industry sectors around the globe. While relying on a concrete understanding of the local markets they share the same quality standards, tools and procedures so that they can guarantee clients the same level of commitment and results.
AIM GROUP 2018
AT A GLANCE

- 17 Worldwide Offices
- 59 Years in Business
- 350 Event Professionals
- 80% Women
- 3,000 Events Organised & Experiences Designed
- 26 Languages Spoken
- +100 Association Meetings
- 430,000 Handled Delegates
- +400 Clients
- 440,000 Managed Room Nights
- 30 Core PCO Clients
- 15 Association Management Contracts
- 22,000 Followers on Social Media
- 4,500 Hours of Staff Training
THE CHAMPIONS - A selection of the award-winning, best projects of 2018

ESH 2018 – Turning a congress into a Hybrid event

The Challenge - The 28th European Meeting on Hypertension and Cardiovascular Protection held in Barcelona is a significant medical congress with a long history and a very rich scientific programme. For the 2018 edition, the scientific society wanted to broaden the association’s horizons and develop mind-sets whilst keeping high levels of scientific content.

The Solution - With the support of a sponsor willing to open up new markets, a live streaming presentation of the new ESH Guidelines was organised between Barcelona and Beijing. The event was named “ESH in China” and was organised in collaboration with the China Hypertension Alliance, strengthening the collaboration with this important medical association.

The Outcomes - During the broadcasting of the ESH Guidelines, while 2,700 delegates were in Barcelona another 100 gathered in a meeting room in Beijing attending the conference with the help of simultaneous translation and moderation. An additional 5,000 physicians in China followed the event through the online broadcast. Through the live streaming, there was a real boost to the attendance at this event. More importantly, a traditional congress turned its face to the digital era with this successful hybrid event.
The Challenge - SIAARTI Academy is an event organised by the Italian Society for Anaesthesia, Analgesia, Resuscitation and Intensive Care. SIAARTI was looking for an innovative way to train young doctors in the field of anesthesia and resuscitation in hostile conditions and emergencies. After the successful first Academy edition organized in 2017 the objective was to enhance the level of engagement and learning.

The Solution - The complex training event included classroom training, interactive sessions, hands-on workstations and an outdoor simulation involving rescue boats and helicopters. It was an emotionally charged event which simulated a maritime disaster as well as a huge traffic accident. Young doctors put in place the skills acquired during the training week and played the roles of the victims, rescuers and the observers. The event was hosted for seven days on the small island of Lampedusa, sadly known for the migrant’s crisis and usually not considered for scientific congresses. Organising the event was a way to leave a positive legacy on the destination and on the local operators in terms of image, professionalism and economic development.

The Outcomes - Young doctors put into practice what they learned, and experienced a reality-like, memorable experience. Thanks to the format, the emotional engagement and the motivation they consolidated their competences. 100% of the faculty rated the level of engagement as excellent and +89% students rated the hands-on sessions as excellent.

The Challenge - The International Bar Association (IBA) is the world’s leading international organisation of legal practitioners, bar associations and law societies. The Welcome Dinner brought together more than 4,000 guests and is regarded by the IBA as a special event to mark the beginning of several days intense work. It is a networking event which is expected to surprise participants and be memorable.

The Solution - The aristocratic Villa Aldobrandini in the hills overlooking Rome, an architectural and artistic masterpiece, was chosen as the perfect location for an astonishing gala. As the dinner’s leitmotif AIM Group interpreted the client’s request to offer the extraordinary atmosphere of Italy and its iconic culture, art, food, heritage and music with a sumptuous Baroque feast, filled with surprises and enchanting performances. Dancers in light infused crinolines, live performances to mark the Four Seasons, fairy Signs of the Zodiac Garden, a dedicated renaissance show called “Il Fin, la Meraviglia,” three spectacular firework displays, more than 75 dancers, 15,000 fresh flowers and sheaves of wheat were used for the setting: all these elements gave the dinner an undeniable WOW factor.

The Outcomes - Our client testimonials confirm that we were able to offer that atmosphere of grandeur, surprise and a sense of awe. We provided an opportunity to experience Rome and Italian culture in an astonishingly original way and provided a unique experience. Guests spontaneously shared their enthusiasm on social media and the hashtag #IBARome exploded with hundreds of engagements.
Remote International Meeting HEMS
Leonardo - SIAARTI
Leonardo Helicopters plant, Milan Malpensa Airport, Italy
AIM Group supported the organisation of the first Remote International Meeting HEMS which was a joint meeting by SIAARTI (Italian Society for Anaesthesia, Analgesia, Resuscitation and Intensive Care) and Leonardo (a corporate leader in Aerospace, Defence and Security). It included two intense days and over 600 delegates had the opportunity to discuss the crucial issues around Helicopter Emergency Medical Services. It was a multi-format, engaging event which included parallel medical and technical sessions, practical workshops and rescue simulations both with real helicopter and with an on-flight high-fidelity simulator.

11th European Lupus Meeting and SLEuro Association
Dusseldorf, Germany
The European Lupus Society association was founded as a result of AIM Group’s initiative during the 2016 European Lupus Congress. With SLEuro still growing, the 11th European Lupus Meeting proved to be a great event with innovative educational formats, such as the fishbowl sessions, and was marked by dynamic participation.

23rd Pinguini Pediatric Congress
Florence, Italy
The 23rd Pinguini Pediatric Congress achieved an impressive increase in attendance (+23%, surpassing 1,100 participants) and active engagement thanks to the use of disruptive communication techniques and interactive activities. The congress visual identity, the room setup, scenic design and the astonishing opening ceremony took inspiration from Dante’s Divine Comedy, and encouraged participants to be creative.

HIGHLIGHTS - Some of the Most Impactful Moments of 2018

Timac Agro Central Europe Convention
Prague, Czech Republic
The meeting combined a two-day conference with an extensive social programme including a challenging teambuilding activity for almost 500 participants. At a modern, purpose-built science centre, delegates met the first humanoid robot in the Czech Republic; experienced at first hand cosmonautic training and even had the opportunity to measure their lung capacity.

EANS 2018
Brussels, Belgium
The European Congress of Neurosurgery 2018, organised by AIM Group for the fourth consecutive year, recorded a boost in sponsorship and impressive engagement with digital tools. The 1,500 neurosurgeons shared best practices through a combination of interactive courses, plenary sessions and high-level discussion platforms such as Masterclasses and a Science Slam.

IDUG DB2 Tech conference
La Valetta, Malta
IDUG Db2 Tech Conference 2018 is the ultimate experience for databases’ geeks to discover the latest in Db2 technologies, organized by a volunteer-led association. AIM Group in collaboration with the association for more than 4 years, not only managed traditional lecture sessions, but also organized more than 10 practical workshops.
Joint Congress on Surgery SIC-ACOI
Rome, Italy
The Joint Congress of the Scientific Societies of Surgery 2018 took place in Rome with around 3,500 doctors attending from all over Italy. It was the “biggest Italian Surgical Congress of all time”. The success of the event can be attributed to the fact that all 30 Italian Surgical Societies signed up to be involved in this collaborative event and they refrained from organising their own annual congress that year. The four-day conference involved 1,400 speakers, over 200 conference sessions and 450 training hours.

World Scleroderma Congress
Bordeaux, France
The World Scleroderma Congress is the first international congress exclusively dedicated to this rare disease. Built from scratch through a joint effort of AIM Group and the World Scleroderma Foundation several years ago, it gathers not only physicians, health professionals and researchers but also patients affected by this difficult disease. Five editions have been successfully organised, the last one had an impressive result with over 1,250 attendees from across 61 countries.

United States and Canadian Academy of Pathology Annual Meeting
New York, USA
AIM Group partnered with this Association client, the United States and Canadian Academy of Pathology to find new effective solutions to make the sponsors of the annual meeting achieve better results. An online advertising campaign for exhibitors and sponsors was created. It included distinctive features which targeted the specific audience of interest and re-marketing techniques to deliver targeted messages to the most relevant people.

Aston Martin - DBS Launch
New Orleans, USA
The UK automotive brand, Aston Martin invited all their American dealers to come to New Orleans for a two-day product launch, the first ever event held in the USA. Participants met Aston Martin car engineers, designers and leather manufacturers and became better acquainted with the new luxury cars thanks to experiential activities and customised experiences; from Lego classes to interior engineering masterclasses; which helped demonstrate every single aspect of the engineering that goes into these amazing cars.

CIBUS
Parma, Italy
AIM Group managed the whole hosted buyer programme of the International Food and Drink Exhibition, which gathers the leading manufacturers from the industry. We provided the +1,300 hosted buyers from 46 countries the experience of discovering authentic Italian food and hospitality in a really personalised way. The result established and solidified relationships between the buyers and the exhibitors at the international trade fair.
IALD Enlighten Europe 2018
Barcelona, Spain
The European meeting of the International Association of Lighting Designers was successfully held in Spain, and attracted a large number of attendees, with the “sold-out” effect being quickly reached. Interactive hands-on workshops, inspirational and educational sessions made this event a reference point for the professional community, which is committed to the education of the young Emerging Lighting Design Professionals.

Leonardo Helicopters
10th Oil & Gas Seminar
Antalya, Turkey
200 senior executives gathered from all over the world for this seminar for the aviation-related enterprises associated with the Oil & Gas Segment at Leonardo helicopters. AIM Group managed the event organisation including a special dinner at the Antalya Aquarium, which has the biggest tunnel aquarium in the world. Moreover, AIM Group in 2018 collaborated with the Leonardo Company to provide tailored services and accommodation for their top client delegations.

Unicredit Unigens
Milan, Italy
500 attendees took part in this first national meeting of Unigens, the association of employees and former employees of the Unicredit bank. The CEO of Unicredit greeted the volunteers at their social and training activities. AIM Group supported the client with the event organisation and its communication and marketing.

Reproductive Health Society Meeting
Bogotá, Colombia and Brussels, Belgium
AIM Group has been collaborating for several years with the Reproductive Health Supplies Coalition, which aims to increase access to a full range of affordable, quality reproductive health supplies in low and middle-income countries. Their meetings and events are often held in countries that are facing health issues. The local health and political community is actively involved and the event traditionally has a lasting legacy on the destination in terms of knowledge transfer, process sharing as well as useful networking.

86th EAS Congress
Lisbon, Portugal
The 2018 European Atherosclerosis Society (EAS) congress involved active participation of more than 2,300 attendees who engaged in numerous workshops, in-depth discussion groups, breaking-news sessions, interdisciplinary courses, networking opportunities and dedicated activities for younger doctors.
DHL Dealers Roadshow
Tuscany, Turin, Vicenza, Italy
DHL dealers gathered for a series of evening networking events in Italy. AIM Group organised several activities where guests were immersed into unique experiences. For instance, they had the opportunity to personally drive fabulous, historic cars on the panoramic roads and picturesque hills of Tuscany or be involved in personalised or immersive visits to castles or historic villas.

19th Belgian Surgical Week 2018
Ostend, Belgium
AIM Group has been working with the Royal Belgian Society for Surgery for several years to organise their annual education week. The 2018 edition explored new surgical technologies. The surgeons also took the opportunity of being together to organise a rich networking programme which included a photo contest, an inter-university cap and a football match.

Continuing Medical Education Events
Active learning, web platforms and apps, edu-games, augmented reality, soft skills, webinars and hybrid formats are just some of the innovations put in place to ensure the success of hundreds of continuing medical education events organised this year, involving thousands of physicians and healthcare professionals.

Strategic Meetings Management
Thanks to a long experience in managing healthcare meetings, AIM Group developed an efficient method to organise corporate meetings with optimised budgets, simplified procedures and cost control. Our Strategic Meetings Management service helps companies manage their events with accuracy, streamlined planning and compliance, ultimately allowing them achieve better results. Every year we support 25 clients, organise 1,600 events and manage 47,500 delegates.

2018 ACCOMPLISHMENTS
At AIM Group International, we are constantly committed to raising the quality of our services and at being at the forefront of event organisation. This focus helped us consolidate our position on the market and better respond to our client’s needs at an international level.

**Ethical MedTech Trusted Partner**

MedTech Europe, the European trade association representing the medical technology industry, certified AIM Group International as an Ethical MedTech Trusted Partner, upon completion of a demanding three-step process. The Ethical Charter is a voluntary certification for organisers of third-party educational events, ensuring the commitment of PCOs to high ethical standards and rules included in the MedTech Europe Code of Ethical Business Practice. As a PCO with a long-term commitment to ethical standards and in-depth experience in the medical educational field, AIM Group applied for the voluntary MedTech certification. As a Trusted Partner, AIM Group will continue to operate with a commitment to strict ethics, excellence and compliance to this Charter.

**A new Corporate Code of Ethics**

In January 2018, AIM Group International introduced a new corporate Code of Ethics for all the companies in the group. The Code of Ethics summarises the corporate values of the Group with a commitment to business ethics, fair competition, the enhancement of human resources, loyalty and transparency, professionalism, environmental sustainability and strict compliance with all laws and regulations. Particular attention is paid to compliance with laws and codes of conduct when collaborating with Public Administrations and Governments, when organising events with health professionals and to preventing conflicts of interest. According to the Code of Ethics not only managers, employees and collaborators of AIM Group but also consultants, suppliers, business partners and all those acting on behalf of AIM Group must comply with its principles and rules.

**A new office in Barcelona**

In September, AIM Group celebrated its 10th year in business in Spain through its Madrid office. On this occasion, AIM Group announced the opening of a new office in Barcelona. During these 10 years, AIM Group’s Madrid Office organised more than 1,000 events in 35 different destinations for more than 230 clients with approximately 100,000 participants. The growth of business in Spain and the plan to strengthen the presence of the Group at an international level are among the motivators for opening the new office in Barcelona, which is recognised as one of the most the dynamic meeting destinations in Europe. This allows AIM Group to partner with clients more effectively and serve as a congress and event organiser and as a specialised Destination Management Company in the Catalan city.

**Awards**

AIM Group’s excellence was recognised in 2018 with several awards for its innovative projects:

- **SIAARTI Academy 2018**
  - Eventex Awards 1st Prize CSR Event
  - Eventex Awards 1st Prize Educational Event

- **IBA Welcome Party**
  - Eventex Awards 1st Prize Gala

- **Top 30 Agencies**
  - Eventex All-Stars Index 2nd Place

- **Food for Good**
  - Recognition for taking part in this CSR Project

- **ESH 2018**
  - Eventex Awards 1st Prize Medical Congress
Rehabilitation Centre “Enzo Buongiorno” in Bubanza, Burundi
AIM Group launched and continues to support a Rehabilitation Centre in the Bubanza province, Burundi, which is named after AIM Group founder, Enzo Buongiorno. The centre helps people with physical disabilities and with those suffering from post-traumatic treatment and post-surgical rehabilitation. Our company has teamed up on this project together with the International Foundation of Doctors for Central Africa (FIMAC). During our last mission to Burundi, in April 2018, we followed the developments of the local physiotherapy team who deal with the rehabilitation of children. Since its opening in 2016, the centre has treated more than 800 patients, half of them under 5 years old.

Save The Children
For many years, AIM Group has been supporting children through the “Save The Children” adoption program. Every child deserves a strong start, a chance for a successful future, but too many children are not getting the opportunity to reach their full potential. We do our part and help children in the Save the Children programmes in El Salvador and in Uganda.

Food For Good
We support the ‘Food For Good’ programme. The aim of this programme is to recover surplus food at the end of a convention lunch or dinner and deliver it to local charitable organisations (family homes, soup kitchens and refugee centres) thereby reducing the event’s environmental impact and supporting local communities. Since we got involved in the project we donated more than 7,000 meals, 200 kilos of fruit and 500 water bottles.

IAPCO Plastics Pledge: reducing single-use plastic
Environmental sustainability is a major challenge nowadays in every aspect of our lives, but in particular for businesses. AIM Group considers it crucial to deal with this issue. We are promoting a series of activities under the umbrella of the IAPCO – International Association of Professional Congress Organisers - CSR campaign: Not just a drop in the ocean. In 2018 we signed the IAPCO Plastics Pledge which involves taking concrete actions to rid the Meetings Industry of single-use plastic.

2018 CORPORATE SOCIAL RESPONSIBILITY PROJECTS

The earth is not the only place where we work, it is also the place where we live. That is why we consider it our first client. Doing something for its future – for our future – is what we consider our purpose and a real commitment.

In 2018 we signed the IAPCO Plastics Pledge which involves taking concrete actions to rid the Meetings Industry of single-use plastic.
WHAT WE DO: BEYOND MEETING SERVICES

When solutions meet the goals. Our long experience helps ensure the smooth running of your event. We pay great attention to every stage of the project: from strategic planning and on through coordination, operations, on-site management, evaluation and follow-up.

Congress Organisation & Event Management
Thanks to their extensive experience, our teams are able to provide a strategic approach which guarantees a higher event ROI for all our clients. Innovative, dedicated, high-skilled teams and creativity are the keys to our success. We are experts in: tailored and creative experiences design, impactful formats, content development, powerful learning, audience engagement, multichannel communication, innovative networking activities, targeted sponsorship strategies, event marketing and promotion.

Healthcare Meetings
AIM Group has worked closely with the medical and scientific arena from the outset. Our staff has experience of planning a wide range of programmes, helping pharmaceutical companies manage their events through a careful streamlined planning processes and by mitigating risks.

Continuing Medical Education
We work together with scientific societies and associations to identify the best topics for courses and to offer healthcare professionals the most relevant opportunities for their professional development, education and training. We strive to provide effective learning by leveraging the most up-to-date technologies and education formats.

Digital Communication
Our creative communication agency, vanGoGh supports our clients by providing brand activation and by strengthening multichannel communication. Through our vanGoGh team, we are in a position to provide a broad spectrum of digital communication services including: brand design, visual identity, digital strategy, web design, SEO, video communication, mass-mailing campaigns, interactive solutions, advertising, mobile sites and app development.

Association Management Services
AIM Group also supports associations by helping them achieve multi-dimensional growth, enhancing their visibility and improving their membership value. Our Association Management experts, operating as part of the association’s team, have extensive experience and are able to implement innovative techniques to improve member satisfaction and retention.

Management Consulting
We offer our clients customised consultancy focused on strategic planning, growth and innovation, business development, outsourcing solutions and technical optimisation.

Corporate Training & HR Consultancy
Our training, team-building and talent development solutions are focused on transforming teams to achieve growth and value. We work with People, for People.

Sport Event Management
Sport is a unique way for any brand to establish a share in the hearts and minds of consumers. AIM Group uses its detailed knowledge of the sector to ensure that client investment is leveraged to the full. We are perfectly placed to align sports with the event and hospitality industries.

DMC Services
We have a deep knowledge of destinations and strong long-lasting collaborations with local providers which enable us to identify bespoke and cost effective solutions. Our teams of creative and professional consultants at your disposal on-site involve delegates in unique, engaging activities and personalised experiences.
OUR STORY

For almost six decades we’ve been contributing to the history of the meetings industry.

1960 - Enzo Buongiorno, the pioneer
The company AISC is founded in Rome by Enzo Buongiorno, a pioneer of the conference sector in Italy. The firm quickly becomes the preferred partner of scientific associations and pharmaceutical companies.

1973 - Meeting quality: IAPCO members
The company becomes one of the first members of IAPCO, the International Association of Professional Congress Organisers, the most respected PCO association, which imposes high quality standards for all its members.

1991 - Acquisition - new markets, new business
AISC acquires MGR - another major events organiser based in Milan - and the business expands to new areas including incentive travel, corporate conventions and medical education.

1997 - A new name for a European vocation
The company takes on its current name, AIM Group International, and sets out its European expansion strategy.

2007 - A new office in Paris
AIM Group continues to expand its presence with a new office opened in the French capital.

2008 - A new office in Madrid
Due to the importance of the Spanish market as destination for major international congresses.

2009 - New acquisition in Europe
AIM Group gains a significant international presence, through the purchase of AIMS, acquiring new offices in Brussels, Budapest, Lisbon, Prague and Vienna. The group expands its business to include Destination Management Company (DMC) services.

2013 – Entering the United States
AIM Group opens an office in Manhattan, New York and further develops the business two years later with the acquisition of the Heslitz Company, a long standing U.S medical meeting organiser.

2014 - A new phase in communication strategy
AIM Group acquires a significant share of the communications company vanGoGh, which specialises in innovation and digital technology.

2015 – MiCo DMC, a new entrepreneurial venture
AIM Group International and Fiera Milano Congressi set up the joint venture - MiCo DMC. It is an investment project (AIM Group owns 49% of the shares) to promote Milan as a congress destination worldwide. MiCo DMC represents a reliable key partner for all the events taking place in the city and enables the two companies to broaden their range of services.

2016 - The Affiliate Partner Network
AIM Group signs new Affiliate Partnership deals with the German specialised company live2communication and QT/THE EVENT STUDIO, with new offices in Berlin, Hamburg and Munich.

2018 – A new office in Barcelona
While celebrating the 10th anniversary of the Madrid Office, AIM group strengthens its presence in the important Spanish market with a new office in the vibrant destination of Barcelona.

Further investments in communication, AIM Group acquires the majority stake of Vangogh creative communication agency and takes over the management and operations, establishing a new governance structure.

OUR MEMBERSHIPS and PARTNERSHIPS

Having been at the forefront of the events industry for many years, we are active members of a number of sector associations and organisations, often at board level. Our dynamic engagement helps educate and inform association members and raise standards throughout the sector as a whole.

Memberships

Partnerships
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