

Gemmeke brings over 15 years of expertise in the meetings industry, actively advising on the creation and development of lifelong learning opportunities for ICCA members and beyond. She co-creates impactful educational events that empower future meeting professionals with essential skills.

A passionate advocate for the industry, Gemmeke envisions a future where sustainability, resilience, and competitiveness are at the forefront. She believes in fostering collaboration across generations, borders, and sectors to achieve this vision.

Based in the heart of the European Union, Gemmeke possesses a deep understanding of European policies related to tourism and culture. She played a pivotal role in launching the successful International Alliance for Impact (IAI) with Visit Flanders Convention Bureau. This collective of forward-thinking DMOs and CVBs is dedicated to maximizing the purposeful impact and legacy of events.

Currently, Gemmeke is involved in the EU project BEFuture, co-funded by the European Commission. This three-year initiative aims to revolutionize the European Business Events sector by promoting sustainability, inclusivity, digitalization, technology, and innovation.

Throughout her career, Gemmeke has cultivated an extensive network of professionals at both national and international levels. She served as the MPI Belgium President from 2012 to 2014 and continues to engage in various social entrepreneurial projects in Belgium

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