



International Festivals & Events Association

Hans Horsting **1995 IFEA Hall of Fame Inductee** **Communis Opinio - Formerly Rotterdam Chamber of Commerce**



Hans Horsting, founding Chairman of IFA Europe, said his upcoming induction into the Hall of Fame is his greatest accomplishment.

“I feel extremely honored, proud and elated at having been gifted with this high special events industry top of the bill honor,” said Horsting.

The retired Chairman is an event consultant who was Managing Director of the Rotterdam Chamber of Commerce for 25 years and serves on the boards of nearly 30 organizations. Horsting joined IFA in 1987 becoming a member with the aim to gather expertise and know-how from American festivals and special events. He attended IFA conventions, served on the board and organized the 1992 IFA convention in Rotterdam, where IFA-Europe was born.

“During the eight years of my membership, I have learned so much thanks to the conventions, the networking and the friendship,” he said.

“The Dutch festival industry has changed dramatically during recent years, and been forced to embrace the ideas of special event marketing, corporate sponsorship, and responsibility for enormous amounts of privately owned money. This led to the need for a much higher degree of professionalism.

“IFA offered that to me. I’m proud to be a part of such an organization and thrilled that it is still growing in numbers, and in importance, especially in Europe.”