

Barcelona, Spain
17th November 2025

The Barcelona Declaration

As participants in the IBTM World Forum for Advocacy, we affirm that the business events sector delivers substantial value to the global economy and society — value that is not yet fully recognised or supported.

We therefore call upon governments worldwide to partner with us in elevating the role of business events as a strategic driver of economic and social progress. Together, we can grow a thriving global event economy that benefits all communities.

We commit to collective action to:

1. Build a sustainable, open, fair, and inclusive event economy that serves all societies equitably.
2. Develop and promote policies and programs that unlock economic growth at both local and global levels.
3. Launch a coordinated advocacy campaign to demonstrate the value of the global event economy to policymakers, stakeholders, and influencers.

Global Strategy: Local Action

We recognise the diversity of political systems, policy frameworks, and funding models across nations. While a single unified approach may not be feasible, we are committed to supporting local organisations and collaborating across borders to deliver tailored solutions that address global challenges and identify local opportunities.

Our Call to Action

We urge:

- Governments to integrate business events into national development strategies.
- Industry leaders to align efforts and share best practices for advocacy and growth.
- Stakeholders and influencers to champion the transformative power of business events in shaping resilient, innovative, and inclusive societies.