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## **Press Release**

May 18, 2020

### **interlift-Partners Elevator World, virgo communications and AFAG start Webinar Series**

Augsburg – It is only one of the many consequences of the corona pandemic, but it has significant consequences: With the shutdown, all platforms for international exchange among experts in the elevator industry were gradually lost. It will probably take several weeks or even months before the experts meet again at trade fairs, congresses, conferences or similar events.

The three interlift partners Elevator World, virgo communications and exhibitions and AFAG have also dealt with this problem intensively. And so it was during a telephone conference on 1st May that the idea of a webinar was born. With this new format, an instrument for communication within the elevator industry is now available. It is intended to support the experts not only temporarily, but also to intensify the exchange of information with one another in the long term.

Already on May 12<sup>th</sup>, 1,053 participants from 71 countries were able to follow the webinar "Global Elevator & Escalator Industry Perspective: Current Scenario & Recovery Plans" to which the US magazine Elevator World, virgo communications and exhibitions, India and AFAG, organizers of the interlift in Germany had invited.

For more than two hours, representatives of the leading international elevator associations discussed the situation in their respective countries as well as solutions and perspectives in the event, which was moderated by Anitha Raghunath (virgo) and T. Bruce MacKinnon (Elevator World). Also present were Achim Hütter, President VFA-Interlift e.V., Germany, Roberto Zappa, President of ELA (Belgium),

Zhang Lexiang, General Secretary CEA (China), Sebi Joseph, Chairman IEEMA (India), Donald Gelestino, President NAEC (USA), Massimo Bezzi, President EFESME (Italy), Segren Reddy, Editor Elevate Africa (South Africa) and Fabio Aranha, President AEM South America /Brazil).

The three partners Elevator World, virgo and AFAG have been cooperating successfully in interlift for many years. The continuation of this cooperation is quite long-term, another edition of the webinar will follow before the summer break.

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