

ISO Congress 2011, 26-28 May, Prague.

International Shopfitting Organisation held their 54<sup>th</sup> annual congress in the Czech capital end of May, visiting outstanding retail destinations, factories and famous attractions, but first and foremost discussing the new ISO and future of this old, originally pan-European industrial association. Once again it was emphasized that shopfitting has developed from “fixture manufacturing” into “Interior environment contracting,” on the local as well as the Global playing field.

New statutes allowed for the first time all ISO members to vote, and new direct members from developing markets took the opportunity to have their say, adding new blood and ideas. A direct result was open invitations to visit member manufacturing facilities in new areas such as the Baltic countries, China again, and to concentrate on professional speakers and information at next year’s suggested congress going to Helsinki Finland and St. Petersburg in Russia 15-17<sup>th</sup> March 2012.

Another consequence of the ever increasing internationalization and consolidation of the industry is the new form of International Membership which ISO now offers company groups established in 2 or up to 10 countries. An increasing number of retailers, fixture manufacturers, and interior contractors seek new suppliers and partners on the internet, and [www.iso-shopfitting.com](http://www.iso-shopfitting.com) is a frequent choice. With international membership, the regional or Global companies can boast their many branches and localizations on the web-site against double membership fee only, including two votes. Interested multinational companies should contact the secretariat.

Tony Kramps of AVA Products, Holland, who visitors will recall from his “green” environment shopfitting exhibition at the Euroshop ISO Meeting Point, was unanimously elected new vice president, and is expected next year to succeed president Francois Mathéron, France after his 3 year term. This opens for a new vice president again in 2012.

An old international association has changed, modernized, and accepted sharing of new ideas and members. 3 National Associations have closed or pulled out since last year, but 11 new, active members have joined and were welcomed and approved with acclamation at the General Assembly. So were the accounts, budgets, and finances that are solid and safe. ISO has plenty of reason to look with optimism on the future. The goal of the Congress was achieved: To meet, exchange views and know-how, and to get to know each other.

Please also read the resume of the member countries Economic Reviews of the shopfitting industry.

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Preben Bailey  
Secretary General  
**ISO, International Shopfitting Organisation**  
Secretariat, Sweden  
Tel: +46 4653 202, Fax: +46 4653 229  
[info@iso-shopfitting.com](mailto:info@iso-shopfitting.com)  
[www.iso-shopfitting.com](http://www.iso-shopfitting.com)

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