

# M-Enabling Forum

Promoting Accessible Technologies and Environments

..... AN M-ENABLING SUMMIT EVENT .....

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**FOR IMMEDIATE RELEASE**

**Contact:**

**EUROPE**

**Regine Gessner**

E.J. Krause & Associates  
gessner@ejkgermany.de

**Gudrun Tegge**

E.J. Krause & Associates  
tegge@ejkgermany.de

## SUCCESSFUL DEBUT OF M-ENABLING FORUM EUROPE

**DÜSSELDORF (October 5, 2018)** – The need for accessible technology to ensure people of all abilities to have access to a digital life is paramount. This was the key theme of the first annual **M-Enabling Forum Europe**, held September 27, 2018 at the Congress Center of Messe Düsseldorf.

The conference and showcase was organized by global exhibition management company E.J. Krause & Associates and The Global Initiative for Inclusive Information and Communication Technology (G3ict), an advocacy initiative launched under the auspices of the United Nations to promote digital accessibility

More than 150 conference guests and over 20 sponsors and exhibitors participated in the **M-Enabling Forum**. Participants and attendees came from 13 countries included: Austria, Australia, Belgium, France, Germany, Great Britain, Ireland, Israel, Japan, Norway, Russia, Spain and the United States.

Representatives from organizations of persons with disabilities, technology companies, regulatory bodies and institutions gathered for a day of thought-provoking panel discussions, innovative exhibition displays and intensive networking.

Inmaculada Placencia Porrero from the European Commission served as the opening keynote speaker. In her remarks, Ms Placencia Porrero pointed out that there is progress in the converging European ecosystem, she highlighted how accessibility needs to become mainstream and a major goal in closing the gap between persons with disabilities and the rest of the population when it comes to employment.

During the following panels, accessibility experts addressed how technology can improve independent living, the future of mobile accessibility and how common standards make it possible to cross borders and access technology in the same way at the same time.

The closing panel of the day discussed how smart technology is an engine of prosperity for all society. The key take-away message was that inclusion does not only benefit persons with disabilities, but also represents a chance for the whole society.

*"Digital accessibility plays a key role in tech innovation. The issues discussed at the **M-Enabling Forum Europe** are impactful. We saw a very successful launch with the first edition. The positive feedback from our participants is encouraging us for the 2019 edition"* stated Kara Krause, Vice President, Marketing & Communications of E.J. Krause & Associates, Inc.

*"Positive energy and passion encompassed the room. It was great to hear about the significant advances of the European Accessibility Act and the many opportunities it will create for persons with disabilities and accessibility professionals. A perfect timing for this first **M-Enabling Forum Europe**. It was clear from the reaction of all participants that they were happy to know we will be back in 2019"*, added Axel Leblois, President of G3ict.

The first **M-Enabling Forum Europe** ran parallel to REHACARE organized by Messe Düsseldorf - the largest trade show for innovations focusing on rehabilitation, care and independent living with a visitor record of more than 50.000 this year.

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**About E.J. Krause & Associates:**

*For more than 30 years, E.J. Krause & Associates, Inc. (EJK) has been a worldwide leader in exhibition and conference management. EJK is one of the largest privately held exhibition management companies in the world, with offices on three continents. EJK produces a growing portfolio of over 40 events, serving 14 different industries. EJK excels in creating global brand leading events, bringing companies together to network and generate business. For more information please visit [www.ejkrause.com](http://www.ejkrause.com)*

**About G3ict:**

*G3ict – the Global Initiative for Inclusive Information and Communication Technologies – is an advocacy initiative launched in December 2006 in cooperation with the Secretariat for the Convention on the Rights of Persons with Disabilities at UNDESA. Its mission is to facilitate and support the implementation of the dispositions of the Convention on the Rights of Persons with Disabilities (CRPD) promoting digital accessibility and Assistive Technologies. Participating organizations include industry, academia, the public sector and organizations representing persons with disabilities. Through its division IAAP, the International Association of Accessibility Professionals, G3ict offers professional development training and certification to more than 1,300 members in 39 countries. For more information, please visit [www.g3ict.org](http://www.g3ict.org)*