NEW YORK, NY (June 26 2018) - The International Advertising Association, the Government of Saint Petersburg and IAA Russia Chapter signed a definitive Agreement that confirmed that the 45th IAA World Congress would be hosted in the historic Saint Petersburg, one of most beautiful cities in the world.

The Agreement between the three parties was signed by IAA Chairman & World President, Felix Tataru, IAA Senior Vice President Srinivasan Swamy, the Governor of Saint Petersburg Georgy Poltavchenko and IAA Russia Chapter President Boris Eremin, at the Intercontinental Carlton Cannes hotel during the Cannes Lions Festival of Creativity last week. A champagne reception was hosted by IAA Russia and St Petersburg to celebrate this momentous occasion.

The IAA World Congress, a world-renowned gathering of leaders in the marketing communications industry, is a forum of authoritative opinion, stimulation, motivation, and exchange of ideas with industry leaders of global standing. It is expected that over 1500 delegates from marketing, advertising, media sectors from across the globe would participate in this premier event in St Petersburg.

In officially announcing Saint Petersburg and IAA Russia Chapter as the hosts of the 2020 IAA World Congress, Felix Tataru, IAA Chairman & World President said;

"Ten years after the successful IAA World Congress in Moscow, we are glad that we will be organize the 45th World Congress of IAA in Saint Petersburg. As creativity is one of the key priorities of IAA, we will be inspired by one of the most creative and culturally rooted cities in the world. We have already seen the warm hospitality of IAA Russia during the Congress at Moscow in 2010, and I am confident the 2020 Congress in Saint Petersburg will set a new standard for stimulative intellectual exchange in our industry”.

The Governor of St Petersburg, Georgy Poltavchenko, expressed deep appreciation for the opportunity to bring this important event to his city: “Advertising is not merely a motor of commerce. It’s the motor of business itself, acting as a catalyst of market and economic life. Advertising catalyzes creativity in many forms. When the delegates of the Congress meet in St. Petersburg their intent to create something unique will be further encouraged by the beauty of our city and our hospitality!” he said.

IAA Russia Chapter President, Boris Eremin stated that “Since the very beginning IAA has been the strategic platform for all advertising practitioners comprising
advertisers, agencies and media, be it at the global, regional or the national level. IAA, as the compass of the global communications industry will help practitioners grasp the new trends in advertising and help companies navigate to reach their business goals. IAA Russia is honored to host our colleagues from all over the world at the 45th World Congress towards end of May 2020. The IAA compass pointed this time to St. Petersburg, in a manner of speaking.”

The IAA is proud to invite global delegates to participate in the 45th IAA World Congress in Saint Petersburg - a city of grandeur that has all the ingredients to provide an unforgettable creative ambience for delegates to experience high art, lavish architecture, vibrant nightlife, and an extraordinary history with rich cultural traditions that have inspired and nurtured some of the modern world's greatest literature, music, and visual art.

This Congress will follow the 44th IAA World Congress scheduled in Kochi, India from 20th to 22nd February 2019. The India Congress has an interesting theme under the overall direction of ‘What’s coming next’ - Brand Dharma - where brands righteousness and their higher purpose will be discussed. Details of speakers confirmed and other interesting aspects can be had at www.iaaworldcongress.org. Registration for this Congress is now open.

For more information, please contact Dagmara Szulce, Managing Director, IAA at dagmara.szulce@iaaglobal.org.

International Advertising Association
The International Advertising Association (IAA), headquartered in New York, was founded in 1938 to champion responsible marketing. The IAA, with members in over 40 countries, is a one-of-a-kind global partnership comprising advertisers, media, advertising, media companies, and educational institutions. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals. For more information please visit www.iaaglobal.org