



**Ids Boersma**

Managing Director, *RAI Exhibitions*

With a background in sales and marketing and a degree in international marketing, Ids Boersma started working at Amsterdam RAI in 1992. Within the RAI he held several positions, all closely related to organizing exhibitions. As a product group manager, Mr. Boersma had a responsibility for 13 exhibitions, all in the maritime field. From 2000 until 2003 he was responsible for the digital media department. From 2003 onwards Mr. Boersma was appointed to the Board of Directors of Amsterdam RAI in his (new) position; Director of International Exhibitions. In this position Mr. Boersma was responsible for the international trade shows that are being held in Amsterdam and their overseas roll-out. Most of these shows were formed through international alliances and/or joint ventures. Since December 2007, Mr. Boersma has been appointed as managing director for RAI Exhibitions, the division of Amsterdam RAI that is responsible for all national and international trade and consumer shows organized by Amsterdam RAI.