

GXN Conference 2025 in Lisbon Sets New Standards for Executive Networking and Thought Leadership in the Promo-Industry

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The 4th GXN Conference (September 24-26) concluded this week at the Altis Grand Hotel in Lisbon, bringing together over **120 top-level executives** from the international promotional products industry.

With a sharp focus on leadership, technology, and transformation, this year's program marked a new chapter in GXN's evolution as a **global executive platform**. From **AI-powered keynotes to real-time cybersecurity simulations**, the three-day event delivered a wide range of strategy critical insights, curated networking, and cross-border dialogue.

First GXN Lifetime Achievement Award Presented to Tim Andrews

One of the emotional highlights of the event was the **presentation of the first GXN Lifetime Achievement Award** to **Tim Andrews**, President and CEO of the Advertising Specialty Institute (ASI).

The award honours outstanding contributions to the global promotional products industry and reflects GXN's commitment to recognizing long-term leadership and innovation.

„Tim Andrews has not only led ASI with vision and purpose – he has shaped an entire generation of professionals in our industry,“ said GXN Founder **Michael Freter** during the award ceremony.

Industry Under Pressure: A Strategic Keynote

The opening keynote, delivered by **Michael Freter** and conference moderator **Florian Rotberg**, provided a **comprehensive status update on the promotional products industry** – addressing geopolitical shifts, market pressures, and the need for stronger international collaboration.

Participants engaged in thought-provoking discussions around **resilience, sustainability, and value-based leadership** in uncertain times.

„We realized we have become part of an incredible global community. GXN wasn't just an industry conference – it was a hub of leaders, ideas, and for us reassurance on our direction and approach.“ said **Sarah Howarth** from UK based Wildthang.

AI in Practice: Julian Phillips and the Rise of Intelligent Co-Creation

A standout session featured **Julian Phillips**, US-based futurist and author of *LevAlthan*, who shared the stage with his virtual AI co-author **Athena**. The AI interactive keynote illustrated how **artificial intelligence is redefining leadership, decision-making, and creativity** – not in theory, but in executive reality.

A Platform for the People Behind the Brands

The GXN Conference stood out for its **carefully curated setting** with stand-out moments and content providing a valuable platform to showcase people behind the brands. These included:

- Gender-inclusive leadership sessions including a presentation highlighting the **importance of executive development** and its delivery within the industry
- A **2nd Global Women's Leadership Council** building a dynamic agenda for the future.
- Strategic networking formats such as the **Billionaires Club**
- Insights from over 25 speakers across Europe and North America.

The success of the 4th GXN Conference showcased GXN's ongoing mission to connect leaders and drive innovation across borders – with Lisbon 2025 serving as the clearest proof point yet.

"The exchange and discussion with entrepreneurs representing a total volume of over \$15 billion is unique. Learning from the best. The annual GXN conference has established itself as the most important global event in the industry," said Marcus Sperber, CEO of Elasto.

Notes for Editors & Contact details:

About GXN: **The Global Executive Network (GXN)** is an invitation-only platform for senior decision-makers in the promotional products industry. GXN hosts annual conferences, executive seminars, and special initiatives focused on leadership, sustainability, AI, and international market intelligence.

www.gxn-net.org | michael.freter@gxn-net.org