

# 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.

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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.

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