**PRESS RELEASE**

**Alexandra GERARD appointed Managing Director of international event Stereopsia, replacing Alain GALLEZ**

[Brussels, June 20, 2023] - Stereopsia, the leading European event dedicated to immersive technologies (AR, VR, etc.) is pleased to announce the nomination of Alexandra GERARD as its new Managing Director. Alexandra, who previously held the position of Chief Operating Officer (COO) at Stereopsia, replaces Alain GALLEZ, who has played a key role as Managing Director since the event's inception in 2009.

The event brings together nearly 1000 participants annually, catering to a diverse audience of immersion technology experts as well as newcomers seeking clear and insightful information about metaverses, blockchain, and the use of XR in their industries. It encompasses an expanding range of sectors (e.g. space, agri-food, logistics...) and attracts both European and local companies (including, to name but a few: XRIntelligence, OneBonsai, Hovertone...), demonstrating the sector's significance in Belgium and Europe. As proof, the size of the European VR/AR market was estimated at 9.7 billion euros in 2022, with a growth rate of 37% compared to the previous year.

Under Alexandra's leadership, Stereopsia aims to solidify its position as an indispensable platform for XR experts, policy-makers, researchers, entrepreneurs, investors and immersive content creators. The event seeks to raise awareness among industries about the value and potential of XR in their activities, while inspiring young people by presenting emerging professional opportunities. The objective is to maintain a high standard of excellence, emphasizing content quality, the latest technological advancements, and partnership opportunities.

Given that the event is based in Brussels, the capital of Europe, Stereopsia benefits from privileged access to European institutions and lobbyists, setting it apart from other events in the sector. Alexandra highlights, "Europe is the regulatory body for this technological sector, making it crucial to have connections, and Stereopsia has been connected for years."

In her new responsibilities, Alexandra shares her vision for Stereopsia and its goals for the years ahead. "I aim to position Stereopsia as the must-attend event in the field of immersive technologies. The central place where European XR ecosystems meet and converge. We strive to strengthen and enhance its reputation, establishing Stereopsia as a prime venue for discovering new technologies, exchanging ideas, and fostering strategic partnerships."

The 15th edition of Stereopsia will be held on 18-20 October 2023 at the Maison de la Poste in Brussels. For more information and registration, please visit the official website: <https://stereopsia.com>.

**CONTACT**

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Logos & photos available on the website: <https://stereopsia.com/press/>