



AUGUST 2014

PUBLISHERS NOTE

Dear Reader!

The tragic events this past month in our global community, have caused a profound feeling of loss and sadness, frustration and anger, in all of us. I am sure you, like me, immediately thought "could there be any of my friends or family or industry colleagues on MH 17"? And whether the answer was all are safe, or someone we know is in grief and anguish, we will be forever struck with the futility of that event. It brought to my mind again the sadness and sense of loss when a much appreciated business partner was lost when the Estonia faltered in the Baltic Sea, a loss I still feel.

The current escalation of a long-standing conflict in the Middle East brings more sorrow and loss, regardless of which side of the issue you support, especially when it involves the lives of the elderly, women and children. Peace, mutual respect and understanding hopefully can eventually be the answer.

Both are reminders of how important and valuable our work in the closely connected international environment is – assisting organizations and businesses of all kinds to create meetings to bring people together – hailing from all parts of the world and creating face-to-face relationships, friendships and a sense of mutual dependency.

In this light – we're recognizing interesting news from some trade shows:

- MITM Americas and Cultourfair reports high buyer interest for the show taking place in Puebla, Mexico from 3-5 December, 2014.
- IMEX America reports a significant spike in new bookings and interest from North American exhibitors. IMEX America will take place from 14-16 October 2014 in Las Vegas.
- Related to IBTM India, Reed reports very interesting statistics in MICE travel into and out of India and projects a very interesting and attractive show to come Chennai, India – 3-5 September 2014.
- Only 2 weeks later, 17-19 September 2014, CIBTM starts in Beijing and research shows very high interest in European destinations, specifically the UK, Germany, Italy, France and Russia.

New Conference Venues have opened their doors: *City Cube Berlin* and *Kap Europa*, Frankfurt – both in Germany; and *Toranomon Hills Forum* in Tokyo, Japan are welcoming organizers and attendees.

Qatar Airways introduced QMICE, their new platform for MICE planners has been designed to simplify planners lives.

A new edition of *Meeting Point Cologne*, the guide for event planners by *Cologne Convention Bureau*, has been published on the facilities, the (millennia) history, and the "specialness" of my beloved home-town.

Last, but not least, we introduce you to the new websites of *The Convention Centre Dublin*; *Live Group* and *MCI Global*.

As always, we deliver the news into your mailbox and the pdf edition of this newsletter is available for download. Do you think your colleagues and co-workers would be interested in this newsletter? [Click here to forward](#) this edition of NEWSFLASH.

Best regards

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GERMANY: TWO NEW CONVENTION CENTERS SHINE: KAP EUROPA, FRANKFURT & CITYCUBE, BERLIN

Looking for innovative and green venues? Watch these!

Enjoy two new, innovative and highly praised conference centers in Germany! Kap Europa, Frankfurt and CityCube, Berlin have successfully opened their doors past May and combine the best in technology with the most sustainable features in both construction and operation.

[KAP EUROPA, FRANKFURT](#)

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HOSTED BUYER EVENT

[MITM Americas & CULTOURFAIR 2014: Buyers from 36 countries have applied](#)

The 20th edition of MITM Americas, Meetings & Incentive Travel Market, and the 6th edition of CULTOURFAIR, International Cultural Travel Fair, will be held simultaneously from December 3rd-5th of this year in Puebla, Mexico, sponsored by Puebla's Secretary of Tourism.

The response to the invitation to participate as a hosted buyer, which was extended to both buyers in the MICE sector as well as wholesalers and travel agents specializing in Cultural Tourism, has been a resounding success and in 5 months has received almost 300 requests from buyers to participate in MITM & CULTOURFAIR.

These buyers come from 36 countries: Argentina, Austria, Brazil,

Kap Europa in Frankfurt is the most sustainable and green venue, was awarded the gold certification by the German Sustainable Building Council (DGNB). Its top-location in the city center, located only 5 walking minutes of Messe Frankfurt, the venue is designed to expand Messe Frankfurt's conference capacities to 2.400. Everything in this venue has been designed and implemented in order to maximize sustainability – so if you are looking for the greenest venue, look at Kap Europa – right in the heart of Frankfurt.

Please click [here](#) to see our interview with Ms. Delius-Fisher, Director Congress Frankfurt published in the May NEWSFLASH edition!

kapeuropa.messefrankfurt.com

CITYCUBE, BERLIN

Berlin, one of the world's top destinations for the MICE industry hosted its first event in May 2014, only 22 months after the cornerstone was laid for this most modern, green venue offering space for up to 11.000 participants.

Of course, the MICE industry already held its first event in the CityCube: the awards ceremony of MEXCON – Meeting Experts Conference.

Heike Mahmoud, Conventions Director of the visitBerlin Berlin Convention Office stated: "The CityCube Berlin is a great asset for the city and a signal to the international conventions market. We are certain that we will be acquiring many new major conferences for Berlin. Our goal for the future is to offer every potential customer the perfect setting for their event in Berlin."

www.convention.visitberlin.com

AUSTRALIA, CAIRNS: POLLS 'NEAR PERFECT' SCORES FOR HOSTING OF ATE14

This year's Australian Tourism Exchange (ATE14) - held for the first time ever in Cairns - has been hailed an 'outstanding success' by organisers Tourism Australia and Tourism and Events Queensland, after receiving almost perfect feedback in a survey of the 1,800 international buyers and Australian sellers delegates who attended the event.

Overall satisfaction reached a record high this year with 100% of the Buyers and 99% of Sellers who responded to the survey expressing their satisfaction with the event.

A number of factors were highlighted by the 1,800 delegates as having contributed to the unprecedented success of ATE14:

- The welcome by the city of Cairns and enthusiastic support of the local community, which far exceeded expectations of delegates, who were able to see and appreciate the enormous importance of the event for the region;
- The casual, laid back atmosphere, helping to create an environment conducive to doing business;
- Flawless planning and execution of the event itself;
- The 'Queensland Welcome' and 'Farewell' functions were both singled out for special praise, with the 'Restaurant Australia-themed gala Farewell function in particular providing a unique opportunity to showcase Australia's amazing food and wine offering on a truly global stage.

Tourism Australia Managing Director, John O'Sullivan, said hosting the event in Cairns had presented several logistical challenges but had been extremely satisfying to deliver.

www.tourism.australia.com - www.te.queensland.com

JAPAN: TOKYO'S NEWEST CONFERENCE CENTER - TORANOMON HILLS FORUM

Toranomon Hills Forum officially opened its doors on July 5th, following the June 11th debut of Andaz Tokyo, a new hotel by the Hyatt Group occupying the top six floors of the 52-story Toranomon Hills.

The Toranomon Hills Forum includes three open-plan halls and four spacious meeting rooms. The entire 2,180 square meters can be combined to host a variety of international conferences accommodating up to 2,000 people. The Main Hall offers 590 square meters of space with a high ceiling of 7.2 meters and a massive 360-inch/ 9,14-meter screen. Hall A is designed with windows across the entire 50-meter length, creating an impressive wall of glass for visitors to view the beautiful historic surrounding area.

forum.academyhills.com/toranomon/en

IBTM INDIA REPORTS INCREASED DEMAND FOR IN- AND OUTBOUND BUSINESS

The importance of the Indian outbound and inbound MICE market is reflected in the number and quality of Hosted Buyers heading to the top rated business destination of Chennai for the second edition of IBTM India, taking place from 3-5 September 2014.

According to the Euromonitor International Report 'Passport Flows Inbound and Outbound India', India's businesses are fast becoming more international and increasingly seeking new and unexplored destinations across the globe, for MICE and business travel. In fact, in 2012, MICE and business travel accounted for 32% of all outbound travel, totalling 4.9 million trips, this is set to increase by an estimated 62% by 2017.

The report also highlights the rapid development of its MICE facilities along with easy access from

Bulgaria, Canada, China, Colombia, Czech Republic, Denmark, Estonia, France, Germany, Honduras, Hungary, India, Israel, Italy, Latvia, Malaysia, Mexico, Norway, Philippines, Poland, Portugal, Russia, Serbia, Slovenia, South Africa, Spain, Sweden, Switzerland, United Kingdom, United States, Ukraine, Uruguay, and Venezuela.

To apply for this hosted buyer event, please go to www.mitmamericas.com

[See more details!](#)

DESTINATION TOOLS

Germany, Cologne: New edition of Meeting Point Cologne Is Now Available: Conventions Meet Science & Business

The Cologne Convention Bureau (CCB) has published a new edition of its guide for event planners, Meeting Point Cologne. In its seven chapters, the 138-page brochure provides comprehensive information about Cologne as a destination for conventions and meetings and offers in-depth insights into the various facets and strengths of the cathedral city. In addition to the themes of congresses and trade fairs, science, business and logistics, the brochure also focuses on the city's "soft" factors --- all the things that make Cologne such a lovable metropolis. The main emphasis is on the connection between the convention sector and the local areas of expertise in science and business, in line with the competence-area strategy of the German Convention Bureau (GCB).

As the brochure's publisher, CCB did its utmost to ensure that the 2014 / 2015 edition of Meeting Point Cologne is up to date and has a fresh new design. The bilingual brochure is not only an indispensable reference work but also a source of interesting and original reading material. In the service section of this German-English guide there is a list of well over 100 providers of event venues and services, such as meeting locations, catering services, and suppliers of supporting programmes. The providers are presented via texts and pictures.

The electronic version and all of the information about the location and event services providers can be found at www.conventioncologne.de

[See more details!](#)

AIRLINE TOOLS

Qatar Airways Introduces One-Stop QMICE Solutions For Event Organisers

Qatar Airways has introduced QMICE, a new and easy one-stop solution for meeting and incentive planners and conference organisers who are looking to simplify and streamline their planning processes while receiving attractive benefits and discounts to help support their events.

Through QMICE, meeting and incentive planners, managing events for 20 to 300 passengers are able to block seats at pre-agreed fares by submitting a group fare request online for a minimum of 20 passengers. Planners will also benefit from flexible booking conditions, including bookings from multiple points of origins for less than 10 passengers per departure across multiple flights and dates, receiving event quotes more than 12 months ahead of departure.

Additionally, conference and exhibition organisers who are managing events with more than 300 participants, along with international associations and their appointed travel agents, may take advantage of attractive discounts by using the Preferred Airline function offered through QMICE. Discounts include providing attendees, who book online or through a appointed travel agent, discounts* of up to 25% on Qatar Airways and One World feeder flights. Organisers may also enjoy the same discounts for their site inspection trips to the event destination and earn incentives in the form of Qmiles through their attendees' travel.

QMICE also allows organisers the convenience of booking AI Maha Meet and Greet, Doha Stopovers, Doha City Tours, and visa arrangements for Qatar through Qatar Airways Holidays.

To learn more about Qatar Airways QMICE and its related programmes, visit www.qatarairways.com/qmice

[See more details!](#)

worldwide destinations; India has emerged as one of the most sought after MICE destinations. In 2012, inbound MICE and business travel accounted for 41% of all inbound travel totalling 2.9 million trips and is set to increase by an estimated 73% by 2017.

IBTM India is providing 50 Indian and 50 international suppliers, the opportunity to showcase their products and services in an exclusive table-top environment to an Indian and international audience of 100 Hosted Buyers attending from associations, major corporate organisations and third party MICE agencies, all of whom will have proven purchasing power and guaranteed business to place in India and globally.

To find out more www.ibtmevents.com/ibtmindia or email ibtmindia@reedexpo.co.uk

IMEX AMERICA SHOWS SIGNIFICANT INCREASE IN NORTH AMERICAN EXHIBITORS

Coming off the biggest IMEX in Frankfurt to date, organizers of IMEX America have announced a significant spike in interest and new bookings from North American exhibitors for their Las Vegas trade show, which opens at the Sands Expo(r), Oct 14.

US hotel groups will once again make their mark with some of the show's biggest single booths but IMEX America is also proving attractive to smaller destinations and meetings and event industry suppliers. A rising trend for 2014 is for exhibiting companies who have previously shared booths to branch out on their own and take dedicated booth space.

Host city and a key partner in IMEX America's continued growth, the Las Vegas Convention & Visitors Authority, are also increasing the size of their showcase Las Vegas booth. Host hotel, The Venetian(r) | The Palazzo(r), plus the Wynn Encore, MGM Hotels, Caesars Entertainment and other landmark Vegas hotels plus many of the city's biggest shows will also have a strong presence. MGM also comes in as the new sponsor of IMEX America's Association Focus Evening Reception, which hosts over 650 guests on Smart Monday Oct. 13th.

Says Carina Bauer, CEO of the IMEX Group: *"There are a number of factors creating the strong growth we're seeing for this year's show. With a four-year track record under our belts, IMEX America has proved to be a consistently successful show for a wide variety of exhibitors. Smaller US destinations and exhibitors are increasingly attracted by the strong customer service and pre-show support offered by the IMEX team. And, importantly, there is a growing understanding about the show's unique appointment system - where buyers self-select the exhibitors they want to meet -- which means that every appointment represents a pre-qualified and highly targeted business opportunity."*

www.imexamerica.com

RTE TALKS ARE LAUNCHED FOR THE ECUADORIAN TRAVEL AND MICE INDUSTRY

Reed Travel Exhibitions (RTE), the world's leading travel & tourism events organiser, is hosting a roadshow around Ecuador to help educate the country's travel and tourism industry on new technology trends and innovations.

The RTE Talks roadshow - brought to Ecuador by two of RTE's key portfolios; leisure portfolio World Travel Market and meetings and incentive portfolio IBTM - included three events in major cities in July 2014.

The series of three talks entitled Travel Technology and new Meeting Industry Trends were held in the cities of Ecuador - Guayaquil on 21st July, Cuenca on 23rd July and Quito on 25th July - with further plans to host RTE Talks in other countries around the world over the coming months.

The talks helped updating and informing the Ecuadorian tourism and MICE industries how to best utilise new technologies. The invite-only RTE Talk attracted up to 30 suppliers from hotels, DMCs and venues along with 15 buyers from a range of tour operators, PCOs and incentive houses, all from the local market.

RTE plays a significant role in the development of the travel and MICE industries. It runs 23 events every year which act as the marketplace for the travel, tourism and MICE industries to negotiate and sign contracts.

Ecuador is a key exhibitor at many of RTE's events and is using RTE's global portfolio of events to help increase tourists by 15% this year to 1.5 million, making tourism the third most important industry in terms of revenue generation for the country.

ASIAN BUYERS LOOK TO EUROPE AT CIBTM 2014

Post show research conducted among Asian Hosted Buyers before and during CIBTM 2013 has identified their clear demand to meet more European suppliers at this year's event, taking place at the China National Convention Center, Beijing, China from 17-19 September 2014.

Hosted Buyers attending CIBTM 2013 specifically identified the UK, Germany, Italy, France and Russia as key regions of interest with Switzerland highlighted as a newer destination of interest.

The post event research also reveals that Asian Hosted Buyers from associations, major corporate companies and third party MICE agencies went on to place orders in excess of US \$2 million with European exhibitors, as a direct result of their participation at the show.



WEBSITE LAUNCHES

The Convention Centre Dublin, Ireland

The Convention Centre Dublin (The CCD) has launched a new fully responsive website in order to accommodate the increased website visitors on mobile devices (more than 100% since 2011). To ensure that all visitors receive the optimal user experience, regardless of whether they are viewing www.theccd.ie on a desktop, tablet or mobile, the new site automatically adjusts the display based on the screen size of the device it's viewed on. It also incorporates a host of new features.

The CCD also took this opportunity to rebuild its website from the ground up. By focusing on increasing simplicity, improving content structures, refining navigational flows, and adding 'swipe and tap' functionality, the new site has been streamlined and de-cluttered. "Our aim was not only to create a very visual, progressive design, but also to ensure the new site benefits all of the theccd.ie's different users. So an event organiser on their laptop overseas, or a conference delegate in the venue on their mobile, can find the information they're searching for on our website quicker and easier," comments Elaine Phillips, Head of Marketing and Communications at The CCD.

The new responsive site also incorporates a range of new user-friendly features. To help facilitate the event planning process for clients, the site includes a mobile-friendly Google 360 degree tour of the building, as well as downloadable floor plan factsheets for every room. While the inclusion of more images and photo galleries let organisers see how the venue's 'blank canvas' rooms and halls are brought to life to stage world-class events.

In addition, The CCD has redeveloped its 'Destination Dublin' section of the website which is focused towards event delegates. Now titled 'Visiting', this section features an interactive map, where visitors can get a sense for how compact and accessible the city of Dublin is. To help them plan their stay and get the most out of Ireland's lively capital city, visitors can use this map to explore the various facilities and attractions, including many restaurants, bars and hotels, that lie in the vicinity of the venue. As The CCD hosts over 250,000 delegate days a year, the new map also gives local businesses the opportunity to promote their services directly to this audience.

[See more details!](#)

'The Hybrid Generator' by Live Group

The Live Group has created an industry portal aimed at sharing knowledge and information about the continuing evolution of hybrid events. The online portal will host new thinking, research and opinion on the changing face of the industry with the advent of new social and digital technologies.

The Hybrid Generator will be a free-to-use resource for industry professionals as well as a central library, talking shop and ideas exchange. The initiative will also be used as a research tool for the Live Group as it looks to evolve new event technologies that benefit the industry, following the successful launch of its Locator Function.

The Live Group is encouraging industry to add information and resources to: www.thehybridgenerator.co.uk

[See more details!](#)

MCI Global

MCI launched a new global website to more closely reflect the company's comprehensive face-to-face, digital and hybrid solutions

Yang Lin, General Manager of Outbound Department, China Posts and Telecom Tours Co. LTD., and Hosted Buyer from CIBTM 2013 commented: "CIBTM is invaluable to me in researching new destinations, hotels, venues and airlines for our clients. Our clients cover various sectors including finance, banking, pharmaceutical, automotive and government, but they all prefer Europe for their incentive trips and conventions. They have a particular interest in the UK, Germany, France and Spain. Furthermore, I have also noticed an increase in demand to place business in Europe over the next two years."

Last year, the strict CIBTM qualification process has resulted in a great selection of Chinese and International Hosted Buyers who had an overall annual combined budget of US \$32.6 billion. With 33.2% of CIBTM Hosted Buyers interested in placing business in Europe, it potentially represents US \$10.8 billion of the overall annual Hosted Buyer budget at stake on this market.

www.cibtm.com

for engaging and activating audiences.

The new website has been designed to place greater emphasis on client success stories coming from MCI's worldwide offices and to communicate the breadth of the company's strategic engagement and activation solutions and core products, from meetings and events to professional congress organisation (PCO), and from performance improvement to association management.

Sharing unique insights into the mega trends reshaping client industries, the website also boasts a full section dedicated to client stories, enabling users to search for case studies by relevant industry or solution and to discover the great results achieved by organisations facing similar challenges and opportunities to their own.

New feature Expert Connect showcases MCI's subject matter experts, who will now be able to share their knowledge and insights directly with clients, while the revitalised Media Centre is a one-stop shop for the latest news about the MCI Group, and now features an 'images' section allowing journalists to download high-resolution images from the company's Flickr Stream.

Local office versions in local languages will be launched over the coming months.

[See more details!](#)