



SEPTEMBER 2014

PUBLISHERS NOTE

Dear Reader!

I hope, you have enjoyed the summer vacation in the northern hemisphere – or if you're located in the southern hemisphere – you are enjoying the winter with all its delights! And as in Europe the month of August was dominated by the summer vacation, we are bringing a little quiz to you: Is your event ship shape? Answer ten easy questions to rate your cruise potential. On the news side, we see a lot of information coming in from Asia and – of course - the upcoming MICE trade shows.

Last month, we reported IBTM India's findings on the Indian MICE markets potential, so if you are interested in the India MICE segment, we found a report you will find useful. Piranha Presse & PR has prepared this comprehensive analysis covering all facets of the business segment. And, as this article is too extensive for our NEWSFLASH, we invite you today to connect to our website hosting the full article.

We have managed to sneak-peek the – not yet public - MITM Americas post tour programs in Puebla, Mexico - see the right column. [Subscribe to our notification service to learn when the program is published - simply add yourself to the list MITM Americas Post Program Information.](#)

ICOMEX, taking place at the World Trade Center in Mexico City from November 5-7, 2014 is open for hosted buyer applications; and EIBTM accepts trade visitor registrations since mid-August. Please view the right column.

The inaugural Malaysia Business Events Week hosted by the Malaysia Convention and Exhibition Bureau, MyCEB, ended August 20 exceeding all expectations. And Kuala Lumpur Convention Centre is growing in the small meetings sector significantly with their highly flexible TenOnCall concept.

Interested in the destination Panama? In 2015 the new AMADOR Convention Center will open its doors in Panama City. And should you need to create badges – see the information about www.andbadge.it to quick and easy create and print them.

IMEX America again comes with a highly attractive series of co-located events and new in 2014 the PCMA Business School. See the information below. A spotlight on women in our industry is shed by the World Travel Market 2014 seminar sessions in London this year – and last, but not least, Barbara Shapiro has kindly prepared an executive summary on ExpoEventos 2014 which took place in Buenos Aires, Argentina from 12-14 August.

As always, we deliver the news into your mailbox (except the India comparative analysis) and the pdf edition of this newsletter is available for download. And speaking of our PDF edition, we have slightly changed it to adapt better to mobile devices – we are looking forward to receive your feedback about this improvement. 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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THE ANALYSIS: THE TOP FOUR MICE SHOWS OF INDIA

The surest sign to know the high potential a market has for MICE business is by the number of trade shows, events, and exhibitions, that take place in that market for the industry. No doubt the sales missions and roadshows of individual destinations have practically become the weekly lunch/dinner outings for the travel industry in India. But there are also the more industry wide shows that have sprung up, more so in the last couple of years, that's true testimony to India being a high potential market for MICE. While trade shows are an age-old format even for Indian buyers of travel services

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RIGHT COLUMN

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MITM Americas, Puebla, Mexico, 3-5 Dec. 2014: Preliminary Post Program revealed

We have been granted a first glance on the Preliminary Post Program Options for MITM Americas – and as you won't find it on the MITM Americas website yet, we're happy to reveal the current plans to you! However – please note that these not finals and therefore changes may occur. Tour 1: Puebla Option A will leave from the Centro Expositor Puebla heading for Choula visiting the

and products. Corporate MICE platforms have found resonance amongst industry professionals who are increasingly looking for innovative solutions and access to the right representatives to plan their growing MICE mandates.

Please see the low-down on the four top MICE shows that take place in India on our website. See which ones deliver the right environment and solutions to the right buyers, while also offering the right value to its exhibitors, you can judge for yourself.

Compared shows are:

- IT&CM India – Incentive Travel & Conventions, Meetings
- MILT Congress – MICE India & Luxury Travel Congress
- IBTM India
- The Experiential Planner Business Luncheon

micemm.com/index.php/industry-news/56-the-analysis-the-top-four-mice-shows-of-india



Berlin in Las Vegas

- [About Berlin](#)
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For the first time, the German capital will present itself with an own booth at IMEX America from 14–16 October in Las Vegas. At the Berlin Lounge of the Berlin Convention Office (stand 2524) attendees and hosted buyers will learn the deep and positive changes the city has experienced since the Fall of the Wall in November twenty-five years ago. Berlin is no longer a divided city but a vibrant world metropolis setting new international standards for conferences and congresses.



For more information about the MICE destination Berlin visit www.convention.visitBerlin.de/en

GREAT BRITAIN, SOUTH EAST WALES: AN UP AND COMING DESTINATION FOR BUSINESS TOURISM

Encompassing Newport, Monmouthshire and Torfaen, Meet South East Wales is showcasing why it is an up-and-coming destination for business tourism.

The three local authorities and partner venues have joined forces to generate additional business tourism spend within the region following a grant from the regional tourism partnership Capital Region Tourism. The joint initiative is encouraging industry professionals to find out more about what it has to offer the MICE industry and see for themselves that there is more than meets the eye.

The region offers:

- More than 50 flexible venues and hotels offering first class facilities, accommodating from 2 to more than 2,000 people.
- South East Wales has a rich cultural heritage including a UNESCO World Heritage Site at Blaenavon.
- A variety of indoor and outdoor activities including skiing, sailing, canoeing, quad biking, climbing, abseiling, caving, paintball shooting, paragliding, riding and kiting as well as llama trekking, hot air ballooning, fly fishing, wine tasting, steam railways and canal cruising.
- Monmouth holds the title of Food Capital of Wales with award winning vineyards, Michelin starred restaurants and the renowned Abergavenny Food Festival.

Lynne Richards, Tourism Officer at Newport City Council, comments: „South East Wales is the ideal business destination for domestic and international conferences, exhibitions, business meetings, incentives, team-building and training events. It

Ethnobotanical Garden; guided tour of sights and historic sites; and a walking tour through Choula. A sunset ride on the Estrella de Puebla (ferris wheel) is followed by a visit to Atlixco – where you will enjoy the villages' colorful illumination and Dinner.

On Saturday visit to the African Safari Zoo is followed by a visit of the Ex Hacienda de Chautla where a traditional Christmas Party will take place. On Sunday a tour through El Parián, the Antiques market and a talavera (a type of majolica pottery) factory rounds the visit up before departing to the airports.

Tour 2: Puebla Option B will head to the Cantona Archeological Zone, followed by a visit to a talavera factory in Puebla. A sunset ride on the Estrella de Puebla (ferris wheel) will be followed by a walking tour through Puebla and dinner.

Saturday will bring the group visiting the various sites of Atlixco and Tochimilco. In the later afternoon the group will visit of the Ex Hacienda de Chautla where a traditional Christmas Party will take place. On Sunday the group will join the tour through El Parián, the Antiques market followed by a sampling of a traditional drink, with a history since 1916, while enjoying the curiosities of the peculiar museum of the incredible, and then departure to the airports.

Of course both tours include – as usual – breakfast, lunch and dinners from Friday noon to Sunday morning. If you are interested in the Post Show Programs, we recommend watching the MITM Americas website for the publication of the programs. Alternatively, we invite you to register for our notification service and we will inform you by email when the programs have been published. [Please click here to subscribe to the List MITM Americas Post Program Information.](#)

www.mitmamericas.com

[See more details!](#)

**ICOMEX 2014, Mexico City, 5 - 7 Nov. 2014:
Hosted Buyer Registration open**

ICOMEX, taking place at the World Trade Center in Mexico City from November 5-7, 2014, is organized by Grupo Fidalex, and is one of the leading MICE industry trade shows in Latin America. In 2013, more than 228 exhibitors and 250 national and international Hosted Buyers among uncounted additional Latin American trade visitors attended the show.

Worldwide buyers making budgetary decisions for meetings, conventions, exhibitions, product launches, staff training, incentive programs, corporate trips or events in Latin America may apply for the Hosted Buyer Program and enjoy upon acceptance:

- Pre-scheduled appointments set-up with leading industry suppliers according to your interests and needs
- Free accommodation during your stay in Mexico City

offers the perfect blend of modern architecture with history; cutting edge city venues and breathtaking scenery that will enhance the success of any event. Once the industry discovers what we have to offer we're hoping it will drive more business to the region and increase the economic impact we have."

With excellent transportation links, delegates can easily drive, fly or travel by rail into the region from many of the UK's major cities and international destinations.

MALAYSIA: MyCEB's INAUGURAL MALAYSIA BUSINESS EVENTS WEEK EXCEEDING EXPECTATIONS

In line with Malaysia's goal to become a leading business events destination in Asia, the Malaysia Convention & Exhibition Bureau (MyCEB) launched its inaugural Malaysia Business Events Week (MBEW) to enable stakeholders within the local business events industry to converge, communicate and debate issues that impact the industry's future growth and sustainability.

More than 200 delegates attend MBEW from 18 to 20 August 2014, at the Pullman Kuala Lumpur Bangsar.

Following the „Exceeding Expectations“ theme, MBEW offered a series of workshops and sessions exposing attendees to industry strategies, opportunities and insights. One of the highlights - the Business Events Hub - offered sessions by industry specialists Dr. Jason Fox and Mike van der Vijver, diving deep into the science behind gamification, using it to effectively engage audiences as well as designing full conferences and meetings.

MBEW is open to professional conference organizers, destination management companies, exhibition organizers, venue owners, event management companies, hotels, government ministries, national associations, convention bureaus and regional tourism offices and suppliers of products and services relevant to the industry.

www.mbew.com.my

MALAYSIA: KUALA LUMPUR CONVENTION CENTRE'S TENONCALL CONCEPT CAPTURES THE SMALL MEETINGS MARKET

The first half of 2014 has seen the Kuala Lumpur Convention Centre's TenOnCall record its highest number of events since the launch of the product in November 2008. The 713 events held in the first half-year 2014 compare to 59% of the total of 1,216 events hosed in the entire year 2013.

Angeline Lue, the Centre's Director of Sales & Marketing, attributed TenOnCall's strong performance to growing market demand for innovative all-in-one packages, consistent quality service and professional execution, coupled with the all-day dining concept. Attendance numbers grew by 168% from 12,873 participants in 2009, the first full year of operation, to 34,614 in 2013.

Located at Kuala Lumpur Convention Centre's Level 4, TenOnCall comprises 10 flexible meeting spaces where a client can, literally, walk in, select a pre-set room configuration and execute a same-day meeting, be it for 15 or up to 150 persons. All TenOnCall bookings also include use of audio-visual equipment and an AV technician on standby, complimentary WiFi access, built-in LCD signage at the entrance foyer plus free-flow lifestyle cuisine (including a working buffet lunch) and beverages throughout the meeting duration. Clients also have the option of full and half-day packages.

www.klccconventioncentre.com

PANAMA ANNOUNCES 2015 GRAND OPENING OF THE AMADOR CONVENTION CENTER IN PANAMA CITY

Panama, which has already experienced double-digit growth in its meetings and conventions business in recent years, is poised to become one of the leading business hubs of Latin America with the 2015 opening of the Amador Convention

- Coverage of your airline ticket according to your location and profile
- Participate in a first class educational program focused on how to improve your events management and corporate travels
- Exclusive access to the tours sponsored by the participating destinations after pre-qualification.
- Access to an exclusive program of special events for Hosted Buyers (cocktails and meals) sponsored by service suppliers and destinations.
- Fast Pass ICOMEX giving immediate access to the show floor.

To apply, visit www.icomex-mexico.com

[See more details!](#)



EIBTM 2014, Barcelona, Spain, 18 – 20
Nov.2014: Trade Visitor Registration Now Open

Trade visitor registration is now open for EIBTM 2014 taking place in Barcelona from 18 – 20 November 2014. The benefits of pre-registering as a Trade Visitor include: Free fast-track entry, flexibility to arrange personal schedules, discounted travel and accommodation, opportunity to attend a range of networking events and pre-show information updates that will allow pre-registered attendees to effectively plan their visit. Register at www.eibtm.com/visit

If you are a senior level decision maker or make budgetary decisions within your organisation for meetings, incentive travel, business travel, international conventions or events, you could be eligible to attend EIBTM as a Hosted Buyer. To find out more, please visit: www.eibtm.com/hosted

The EIBTM Knowledge Programme runs throughout the event and offers complimentary cutting-edge professional education, as well as dedicated sessions addressing the latest industry hot topics including technology, innovation, meetings design and current research and trends.

Networking events include the official EIBTM Welcome Reception onsite at EIBTM on Tuesday 18 November and the EIBTM Networking Hour on Wednesday 19 November, prior to the EIBTM Club Night, which will again be hosted at Opium Mar.

A range of travel and accommodation discounts is offered for all EIBTM attendees. Discounts include up to 50% off airfares by Iberia and Lufthansa;

Center, the largest facility of its kind in the country and one of the premier convention centers of the region.

With 570,505 sq ft / 53,000 sqm of meeting space and state-of-the-art facilities, the \$193 million complex features a banquet hall, exhibition hall, and conference facilities, as well as a grand plaza, outdoor amphitheater, and 1,500-seat performing arts theater with balcony and box seating. The award-winning design by architecture firm RM+ LLC resembles a harpy eagle in flight, paying homage to Panama's national bird.

Located on the banks of the Panama Canal near the recently opened Biodiversity Museum, the convention center's prime location will be directly accessible from Tocumen International Airport, one of the busiest airports in the region, offering more than 80 direct flights to the Caribbean, Central and South America and 17 to North America.

Panama currently features 550,000 square feet of meeting space and more than 24,000 hotel rooms from leading international brands. According to the Panama Tourism Authority (ATP), the country hosted 126 congresses and conventions in 2012, a significant increase from the 66 held in 2011.

www.mcintl.com

NEW IMEX AMERICA CO-LOCATED EVENTS AND THE NEW PCMA BUSINESS SCHOOL

Looking to deliver fresh value each fall at IMEX America, this year's show week starting with Smart Monday on Oct. 13 followed by the tradeshow from Oct. 14 to 16 will build on the show's reputation for delivering high quality, co-located events with the addition of several new partner events.

Gen Y Edu, new Business School and Golfing

Delivering additional learning power to Gen Y show attendees, The Society for Incentive Travel Excellence will host a new SITE Young Leaders Conference (Oct. 12 and 13) focused on building the next generation of incentive travel leaders and is open to industry professionals under 35 years or with less than 5 years' experience. The program complements the cross-discipline IMEX-MPI-MCI Future Leaders Forum (Oct. 15 and 16), which is open to students.

For those attendees who want to really „bring their game“ and support meetings industry research, there's a chance to participate in the new CEIR (The Center for Exhibition Industry Research) IMEX America Golf Classic at the Rio Secco Golf Club (Oct. 13).

Adding further educational punch to Smart Monday, powered by MPI, will be programming from a range of partners including ISES, Site, GMIC and GBTA. MeetingCentric tours, certification programs, deep-dives and a track dedicated to association executives -- Association Focus -- complement the range of concurrent sessions and MPI's signature morning keynote.

This year IMEX America participants will have the chance to build even more education muscle and earn CEUs when PCMA's Business School makes its first ever stop at the Las Vegas trade show. The Business School will be offered as part of the preshow education day, Smart Monday, on Oct 13.

The popular PCMA learning curriculum is built around giving meeting industry professionals access to top-level faculty speakers from leading university -- business schools. It offers on-line, credit-awarding sessions through PCMA, as well as via live programs at select industry conferences.

The IMEX America installment of PCMA Business School will feature Dr. Jerry Jellison, a professor of social psychology at the University of Southern California. Dr. Jellison is a change guru and published author of two books. His session in Vegas is titled „From Strategy to Results - Creating a Culture of Change.“

Adding further choice to the sessions available for senior planners will be a new track delivered by SPIN (Senior Planners Industry Network) whose members have a minimum of 10 years' planning experience. The track is open to all and runs throughout the show.

www.imexamerica.com

discounts on rail fares by Renefe and ferry fares by Acciona Trasmediterránea, as well as reduced rates on accommodation starting from 99Euros per person per night. For full details visit: www.eibtm.com/travel-discounts

To find out more about the benefits of attending EIBTM as a Trade Visitor and to register, please visit: www.eibtm.com/visit

[See more details!](#)

World Travel Market, London 2014, Puts Women In The Spotlight

World Travel Market (WTM) 2014 is hosting two new seminar sessions looking at the relationship between women and the travel and tourism sector.

The two sessions of the WTM's Women in Travel programme cover very different issues: one focusing on successful women travel entrepreneurs and the other addressing how the travel industry can play a role in enhancing the lives and future of women around the globe.

The Women in Travel programme kicks off on Tuesday 4 November, at 14.00, with successful female business owners sharing tips and discussing their individual career paths in Secrets of Successful Female Trav-Preneurs. Speakers including Julia Feuell, founder and Managing Director of New Frontiers and OTT travel training, Mandy Nickerson, MD Hexagon Travel, and Sarah Johnson, Managing Director of PR company Lotus UK, will discuss what it takes to be a female entrepreneur in a male dominated sector, obstacles, advantages and work-life balance issues.

On Wednesday 5 November, at 12.30, representatives from charity organisations and distinguished travel industry women will take part in Women, Human Rights and the Travel Industry -- Helping or Hindering the Future of Women?

Women are being subjected to all sort of abuses in many countries around the world and travel and tourism as an industry has the potential to alleviate this situation by providing women with a way out of poverty and economic dependence. But is the way in which the industry approaches and develops in high-risk destinations helping or hindering the future of these women? What could the industry do to support them?

www.wtmlondon.com

[See more details!](#)

MICE APPS

Is your Event Ship Shape?

Cruises are very popular – ask any senior citizen. Unpack just once, all meals included, activities galore and new people and places every day. But cruising is also a cost efficient and effective venue for meetings, incentives, and events, with very widespread offerings and theme options. Cruise meetings and incentives are a clear trend

EXPOEVENTOS 2014, BUENOS AIRES, ARGENTINA

The 11th edition of ExpoEventos Argentina, presented by AOCA, the Argentine Association of Professional Organizers and Suppliers for Exhibitions, Congresses and Events, was held August 12-14, 2014, in Centro Costa Salguero, Buenos Aires.

More than 300 exhibitors representing the MICE friendly regions of Argentina, from Salta in the North to Patagonia and Ushuaia on the southern tip, as well as from several neighboring countries, participated in Business Rounds during 2 afternoons of intense pre-scheduled meetings with Hosted Buyers and Trade Visitors, including a group from the USA.

Hosted Buyers and Trade Visitors were also the guests of Argentina destinations such as Bariloche and Mendoza during lunch presentations, hotel site inspections, and dinner events, including a Dinner Tango Show at Esquina Carlos Gardel.

Post-event tours to various destinations, including Mendoza, Iguazu Falls, were offered and enjoyed by many Hosted buyers.

ExpoEventos Argentina 2015 will be held again in Buenos Aires, in August 2015, dates to be announced.

www.expoeventos2014.com

and an image that is connecting to the modern MICE professional. Have you ever considered a cruise and have you evaluated if your meeting or event could be held successfully on a cruise ship? Landry & Kling have created a simple 10-question quiz that will give you the answer with a simple mouse click if your event is indeed ship shape – or if you are better off to plan for a land-based event.

Click here to complete the quiz: www.seasite.com/CruiseMeetingHome/ssq.aspx

[See more details!](#)

New Software To Make Badges - New Web Tool For Event Organizers

The day after tomorrow your event starts and you forgot to arrange the badges???

Parthen Meeting Services developed a new online tool, andbadge.it, where you can easily and quickly design your conference badges at a reasonable rate. No more last-minute (or handwritten) badges. This tool will not only make you look good with your clients and the attendees, but andbadge.it is also fun to work with.

It's an easy to use tool and its main purpose is to help the event organiser save time. Normally it will take you a while to design and make your badges; as of now your badges can be ready within a few mouse clicks. To get started, choose a design/template. Then, pick your font(s) and decide the right size of the badge text and logo. Select preview and order, pay, download and print the badges. Badges are 0.49 Euro apiece. If you choose to leave the andbadge.it logo (water mark) on it, you will pay 0.44 Euro per badge.

Until October, andbadge.it is in Beta, offering a reduced rate of 0,25 EUR per badge while in further development. When needed, you will get extra support during the process and you will receive tips on how to improve your badges, to make them more professional for instance.

www.andbadge.it - www.parthen.nl/en

[See more details!](#)