



NOVEMBER 2014

## PUBLISHERS NOTE

Dear Reader!

November, the Final Spurt is coming up quickly, the years last Industry Trade Shows are around the corner and many of us are preparing to attend one or more of the upcoming events. See our preview on MITM Americas hosted in Puebla, Mexico below and the [list of industry trade shows](#) taking place from now on to the End of February 2015.

And – we're introducing two Educational Site Inspection Programs in Latin America to you:

- World Travel Mart Latin America, Sao Paulo, Brazil, 22-24 April 2015 - Attendance and Post Program
- ExpoEventos, Buenos Aires, Argentina, August 11-13, 2015 – Attendance and Post Program

Pre-registration for these programs designed for North American Buyers is open. If you are located outside North America and have business interest in these destinations, please let us know. [Click here to navigate to the related article.](#)

Sustainable Meetings ... one of the subjects ever-present! [See the information](#) about the long-term eco-conscious destination – the German Stuttgart Region – and about their ‚Stuttgart After Business‘ App – just awarded Gold being the „Best Marketing App Award“ elected by *Meetings & Incentive Travel Magazine*. Congratulations!

And – [another reason to congratulate](#): Prague Hilton has been named the „Best Business Hotel in Eastern Europe“ for the 5th consecutive year by *Business Traveller Magazine*. Excellence obviously turned into a habit... Chapeau!

In Canada the Vancouver Convention Centre has just obtained the [APEX and ASTM certifications](#) for both – the Venue and the Food and Beverage Standards. Congratulations!

For those planning events in Japan – [Kyoto Aquarium opened its doors](#) to service meetings with both, high-end conference facilities and receptions and dinners in the aquarium premises.

Planners with interest in the Caribbean – [please see the review](#) on the Jamaica Product Exchange (JAPEX) held in September and make your mental note for the 2015 event. We will add it to our calendar as soon as the dates are published.

Last, but not least, at the technology side, a strategic partnership has been announced by Eventsforce and Zerista – [see more information in the article.](#)

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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## MEXICO, PUEBLA – VENUE OF THE 20TH MITM AMERICAS AND THE 6TH CULTOURFAIR

Because of its wide tourism infrastructure, vast culture, tradition, gastronomy and world-class events, Puebla in on the international map as a one of a kind destination. The state of Puebla will be the venue for the twentieth edition of MITM Americas, *Meetings and Incentive Travel Market* and sixth edition of CULTOURFAIR, *International Cultural Travel Fair*, December 3rd to 5th.

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## HOSTED BUYER EVENTS 2015

[Argentina, Brazil, Chile — Educational Site Inspections 2015](#)

It is never too early to plan your work, and Barbara Shapiro, Director, Global Travel Resources/ Global Site Inspections, has announced the first of many Educational Site Inspections for 2015. With partners LATAM, Consolid, Melia Hotels International and others, the programs will be designed to be exciting, fun, unique and of course, educational.

Following World Cup 2014 and anticipating the Summer Olympic Games in 2016, Brazil is a ‚hot‘ destination. [World Travel Mart exhibition](#), April 22-24, 2015 in Sao Paulo will bring opportunities to learn about Brazil and turn those virtual relationship to reality and business. In addition to WTM, our group will have an exciting pre or post event.... Iguazu Falls? Rio?

And, August brings ExpoEventos in Buenos Aires, Argentina August 11-13, 2015. Buenos Aires is the heart of the MICE exhibition, and Argentina has many possible post locations, Bariloche, Mendoza, Salta, Santa Fe. Which one would you like to see?

Chile is an entry point for many flights into either

The Centro Expositor in the Fuertes area will receive 90 buyers coming from 30 countries, experts in the high impact MICE market as well as specialists in cultural and heritage travel.

Roberto Trauwitz Echeguren, Secretary of Tourism, said that according to the most recent study of the *International Congress and Convention Association (ICCA)* Puebla's capital occupies third place, nationally, in international congress and conventions tourism. Compared to 2012, in 2013 the *Centro Expositor y de Convenciones* experienced a revenue increase of 146% and an increase of 80% in the number of events held.

The increase of hotel rooms and modern hotel structures offering quality services for big world-class events, from 8,500 (2010) to currently 9,478, continues to generate expectations in tourism. Developing touristic products like the *Estrella de Puebla* ferris wheel, the Concordia lake and the Touristic Police, led to the international tourism growth of 123.15 per cent, compared to 2010.

The twentieth edition of MITM Americas and sixth CULTOURFAIR will gather the main product development managers, tour operators and travel agencies that produce cultural and heritage travel. Also, incentive and events travel agencies, international meetings and congresses organizers will visit Puebla.

Charo Trabado, General Manager of GSAR Marketing and organizer MITM Americas and CULTOURFAIR noted that these events are exclusive for the tourism industry and not open to general public. The goal is to generate high levels of business between buyers and sellers, and to offer and promote the touristic products in a real way.

During the three days of work, Puebla will offer and promote the tourism attractions the region possesses, as well as the venues.

[www.mitmamericas.com](http://www.mitmamericas.com)

Argentina or Brazil. We often stopover in Santiago and would love to show you this beautiful country.

Interested: If you are a MICE professional in North America, go to: [www.globalsiteinspections.com](http://www.globalsiteinspections.com) to apply as a Hosted Buyer.

For more information contact Barbara Shapiro, Director, Global Travel Resources/Global Site Inspections. [barbara@globalsiteinspections.com](mailto:barbara@globalsiteinspections.com).

[See more details!](#)

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## UPCOMING INDUSTRY TRADE SHOWS — Nov 2014 - FEB 2015

### November 2014

ICOMEX, Mexico City, Mexico, 5-7 November 2014

EIBTM, Barcelona, Spain, 18-20 November 2014

Cruise Shipping Asia-Pacific, Hong Kong, 20-21 November 2014

### December 2014

MITM Americas, Puebla, Mexico, 3-5 December 2014

Seatrade Middle East Cruise Forum, Muscat, Sultanate of Oman, 9-10 December 2014

### January 2015

Seatrade Winter Cruising Forum, Cartagena, Spain, 20-22 January 2015

ASEAN Tourism Forum 2015, Nay Pyi Taw, Myanmar, 22-29 January 2015

### February 2015

IBTM Arabia, Abu Dhabi, UAE, 10-12 February 2015

International Confex, London, UK, 18-19 February 2015

AIME - Aisa-Pacific Incentives & Meetings Expo 2015, Melbourne, Australia, 24-25 February 2015

For further information please see the Trade Show & Conference Calendar on [www.micemm.com](http://www.micemm.com)

[See more details!](#)

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**Makati Shangri-La**  
MANILA

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+632 813 8888

[events.slm@shangri-la.com](mailto:events.slm@shangri-la.com)

[www.shangri-la.com/Makati](http://www.shangri-la.com/Makati)





**MAKATI SHANGRI-LA'S ISABELA BALLROOM:  
MANILA'S LATEST GEM OF AN EVENT SPACE**

Makati Shangri-La, Manila's Isabela Ballroom is a stylized and modern event space for corporate and social gatherings in the heart of Manila's busiest district.

The Isabela Ballroom, recently renovated in 2013, is situated on the hotel's lower lobby and highlights a foyer reminiscent of an elegantly appointed living room, a 22-seater dining area for intimate gatherings with its own kitchen studio, and a 24-seater bar and cocktail section. The entire foyer can seat up to 80 persons.



The ballroom has technologically advanced features, making the Isabela Ballroom an unparalleled venue for both business gatherings and celebrations. The ballroom interior can seat up to 400 persons.

For inquiries, call (632) 813 8888 or e-mail [events.slm@shangri-la.com](mailto:events.slm@shangri-la.com). Alternatively, log on to [www.shangri-la.com/Makati](http://www.shangri-la.com/Makati).

## GERMANY, STUTTGART: COMPETENCE CENTRE FOR SUSTAINABLE MEETINGS AND GOLD-AWARD WINNING 'STUTTGART AFTER BUSINESS' APP

Certifications, awards and voluntary self-commitment are clear affirmations of a successful sustainability model in the Stuttgart Region's congress sector. The Stuttgart Convention Bureau continues to pursue its activities in the field of environmental protection in order to establish Stuttgart as an eco-conscious congress destination for the long term. In addition, planners and attendees using the „Stuttgart After Business“ app may take the most of their events in Stuttgart through identifying need-based leisure activities for their groups.

## AWARDS & CERTIFICATIONS

Czech Republic: Hilton Prague Named Best Business Hotel in Eastern Europe for the Fifth Consecutive Year by Business Traveller Magazine  
Hilton Prague has been recognised as the

Stuttgart Convention Bureau, being the partner of the regional event sector and central point of contact for event planners, offers an excellent combination of classic Convention Bureau services and a prime focus on sustainability. The steadily growing list of enterprises in the Stuttgart region operating in conformance with CSR regulations is available at [congress.stuttgart-tourist.de/en/green-meetings-stuttgart](http://congress.stuttgart-tourist.de/en/green-meetings-stuttgart). Find

- 52 congress centres, conference hotels and locations currently provide sustainable infrastructures and services
- 504 meeting rooms on offer
- 138,333 participants in all can convene there
- 187,793 square metres of space are available at these venues

Stuttgart Convention Bureau staff is trained by the German Convention Bureau as sustainability advisers. and bundle the region's „green meeting“ offers. The SCB's portfolio includes supplementary services and information to provide all-round sustainable solutions.

Don't miss the ‚Stuttgart After Business‘ App offering special services for those who come to Stuttgart on business. It is a highly practical tool for accessing need-based leisure activities and options complementary to the planned business components of your event. Made available free of charge to both planners and attendees, it efficiently helps the regions visitors to make most of their stay.

The ‚Stuttgart After Business‘ App was just awarded Gold at the „Meetings Industry Marketing Awards“ competition by the *Meetings & Incentive Travel Magazine* winning the „Best Marketing App Award“.

App Information is available at [www.stuttgart-tourist.de/en/stuttgart-after-work](http://www.stuttgart-tourist.de/en/stuttgart-after-work)

Meet Stuttgart @ EIBTM on the German Convention Bureau Stand F50-20. Exhibitor profile link: [www.eibtm.com/en/Exhibitors/435558/Stuttgart-Convention-Bureau](http://www.eibtm.com/en/Exhibitors/435558/Stuttgart-Convention-Bureau)

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## AUSTRALIA: MELBOURNE CONVENTION AND EXHIBITION CENTRE EXPANSION ANNOUNCED

Melbourne Convention and Exhibition Centre (MCEC) is delighted with the Victorian State Government's announcement of the venue's proposed expansion, a move that will retain MCEC's mantle as Australia's largest and busiest convention and exhibition centre.

The proposal expands the South Wharf precinct footprint to include new retail space, additional car parks, hotel accommodation and multi-purpose convention and exhibition facilities.

MCEC's expansion proposal has been endorsed across the industry as the venue continues to turn away nearly 20 per cent of new business opportunities due to lack of available space.

Melbourne Convention and Exhibition Trust Chairman Bob Annells said: „*The investment supports the ongoing work MCEC conducts with the Melbourne Convention Bureau to attract business events to Victoria which are worth around \$1.2 billion each year and generate 22,600 jobs.*“

### MELBOURNE CONVENTION BUREAU (MCB) WELCOMES THE ANNOUNCEMENT

„*The proposed expansion of MCEC is exciting news. MCEC is one of MCB's key strategic partners and plays host to many events that we secure. In the past calendar year alone, MCEC has hosted three major international association conferences secured by MCB.*“ said MCB CEO Karen Bolinger „*These three conferences alone generated around \$185 million in economic contribution to the state and, in the 2013/14 financial year, MCB secured 34 of these international association conferences for the state delivering more than 29,000 delegates with an economic impact of \$145 million. MCB is currently working on a significant pipeline of opportunities for the next few years and therefore this investment by Victorian State Government is very welcome news as it will enable both organisations to continue to deliver high-yield large-scale business events to the state for many years to come.*“

[www.mcec.com.au](http://www.mcec.com.au) - [www.melbournecb.com.au](http://www.melbournecb.com.au)

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„*Best Business Hotel in Eastern Europe*“ at the *Business Traveller Awards 2014*, voted for by readers of the magazine. The results were authenticated by an independent auditing company, and are widely recognised as the market's benchmark for excellence.

Michael Specking, general manager, Hilton Prague and Hilton Prague Old Town, said, „*I am very proud to see Hilton Prague recognised once again at these well-respected awards. The fact that we have been named the Best Business Hotel in Eastern Europe for the fifth consecutive year proves a consistent high level of service we are delivering to our guests and business partners. My big thanks and appreciation go to all team members at Hilton Prague who have been working very hard as well as to all of those who voted for us.*“

Hilton Prague features spacious and flexible meeting areas that are available for larger exhibitions and galas including the Congress Hall, which can accommodate up to 1,500 delegates and the Hilton Grand Ballroom, seating up to 650 guests. An additional 37 versatile meeting and banqueting rooms provide venues for smaller functions. The fully equipped Business Centre offers high speed and wireless Internet with expert technical support, secretarial assistance and state-of-the-art presentation equipment. Hilton experienced chefs are on hand to design menus for each gathering, while catering services are available to assist at venues outside the hotel.

Hilton Hotels & Resorts was also celebrated as the Best Business Hotel Chain in Europe and in the U.K.

For a full list of this year's winners, visit [www.businesstraveller.com/awards2014](http://www.businesstraveller.com/awards2014).

[See more details!](#)

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### Canada: Vancouver Convention Centre Achieves International Sustainability Standard Certifications

The Vancouver Convention Centre -- the world's first LEED Platinum certified convention facility -- has been certified with two prestigious international sustainability standards.

The APEX (*Convention Industry Council's Accepted Practices Exchange*) and American Society for Testing and Materials (ASTM) certification is awarded to venues that achieve high standards in environmentally sustainable meetings, trade shows and conferences.

The Vancouver Convention Centre has obtained level one certification in both the Venue and Food and Beverage Standards.

The ASTM Venue Standard delineates the procedural requirements for venue selection - the practice of researching, evaluating and choosing the facility for an event. The standard

## JAPAN: KYOTO GROWS CONFERENCE AND INCENTIVE OFFERINGS

Kyoto is continuing to grow its offering to the conference, events and incentives market with the launch of a new venue.

Kyoto Aquarium opened in 2012 and is a new attraction for business visitors to Kyoto. Located in Umekoji Park, the aquarium is surrounded by parkland; it is an ideal place to bring meetings professionals for a range of events as it offers both high end conferencing facilities as well as an unusual location for receptions and dinner.

The venue can be hired out for evening events such as products launches, receptions and gala dinners. One of its biggest advantages is that almost all of its events space is indoors or covered so events will not be affected by the weather.

Kyoto's Aquarium boasts a 1,500 seat dolphin stadium, while smaller spaces can accommodate from 80 to 350 people. The aquarium has first class technical capabilities which help clients make their events more creative in such a spectacular environment.

Kyoto Convention Bureau's international marketing coordinator, James Widgren has welcomed the new venue. He says: „*The addition of Kyoto Aquarium as a new venue in the city demonstrates the strength of facilities available to the meetings and conference market. Its location, excellent transport links and accessibility to a range of high quality hotels makes it ideal for a variety of international events.*“

[www.hellokcb.or.jp](http://www.hellokcb.or.jp)

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## JAMAICA PRODUCT EXCHANGE (JAPEX) 2014 SUCCESSFULLY SHOWCASED THE DESTINATION'S TOURISM PRODUCT

The 24th annual edition of JAPEX, organized by the *Jamaica Hotel and Tourist Association* (JHTA) and the *Jamaica Tourist Board* (JTB) and held at the *Montego Bay Conference Centre* from September 21-23. The event welcomed 113 buyers along with 277 participants from 105 supplier companies, and approximately 30 media members from the U.S., Canada, Europe, Latin America and the Caribbean.

„*The three-day trade show provided a wonderful opportunity for international buyers, travel wholesalers and tour operators to learn about Jamaica's tourism product,*“ said Paul Pennicook, Jamaica's Director of Tourism. „*We are continually refreshing our already diverse tourism offerings and JAPEX is our way of ensuring our tourism partners are not only aware of these updates but are utilizing this forum to negotiate with key business partners.*“

During the opening ceremony, Minister of Tourism and Entertainment, the Honorable Dr. Wykeham McNeill, cited that Jamaica's stopover arrivals for January to August has seen a 2.6% increase over the same period last year, and that Jamaica is continuing to grow out of its major source markets - the US, Canada, UK and Europe. He also disclosed that for the summer, July saw a record 221,000 stopover visitors, which is the most that the country has ever recorded in a single month.

Jamaica's tourist industry has undergone a continuous process of growth and improvement with new and renovated hotels, additional attractions and enhancements by allied product and service providers. The destination has also invested in major infrastructural improvements, including new highways linking Jamaica's major towns, expansions at both international airports and substantial development of cruise ship ports.

[www.japex.org](http://www.japex.org) — [www.visitjamaica.com](http://www.visitjamaica.com)

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specifies specific performance criteria for staff management, communications, waste management, energy, air quality, water, procurement and community partners.

The ASTM Food and Beverage Standard delineates procedural requirements for the evaluation and selection of food and beverage for events -- the practice of specifying, selecting, and procuring, food, beverage, and non-consumable food- or beverage-related items. This specification includes all aspects of waste management, energy and water related practices, and associated training related to provision of food and beverage.

[See more details!](#)

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## MICE TECHNOLOGY

### Eventsforce and Zerista Form Strategic Partnership

Eventsforce, a leading technology provider of event management software and Zerista, the event app platform, announced the formation of a strategic partnership to bring an integrated and comprehensive event management and mobile app platform to serve North America and Europe. By combining the companies' expertise and market-leading event solutions, organizers will benefit from a platform that delivers customizable event experiences across desktops and mobile devices.

Eventsforce will integrate Zerista's customer centric mobile platform into their event management software. Zerista will also incorporate Eventsforce's powerful abstract management, call for Papers functionality, and registration into its mobile app platform to enhance the entire event management experience for show organizers of meetings of any size. This will result in a comprehensive solution that delivers new opportunities for event organizers intending to build engagement and connection with their attendees.

The combined solution features a pre-built integration for a rich set of data, including attendee data, speaker data, session data, abstracts and content. As a result, event apps update in near real time and without intervention from event professionals.

The strategic partnership was driven by both executive teams coming to the table with event producers and realizing that their needs went deeper than finding the right technology solutions. They found that event producers often required advice and ongoing evaluation of existing event processes that were not adequately evolving to meet the needs of all event participants and business stakeholders.

[www.eventsforce.com](http://www.eventsforce.com) — [www.zerista.com](http://www.zerista.com)

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