



December 2014

## PUBLISHERS NOTE

Dear Reader!

We hope that you are all doing well and look forward to the festive season with all its delights. But – before diving into the news in this NEWSFLASH edition, please let me apologize for our server's hic-ups during the November distribution. We learned at EIBTM, that some of you have received the edition multiple times – and we are very sorry for this! We have implemented updates and hope, that the problem is solved. Please let us know should you receive more than one copy of this NEWSFLASH edition.

This month's news include the overview of the EIBTM Trends Watch Report which sounds carefully promising and an update on the rebranded IBTM events (right column) as well as the final figures of IMEX America 2014 with increases of hosted buyers, show attendees, exhibitors and booth space compared to 2013, see the right column.

With MITM Americas starting in Puebla, Mexico tomorrow we are attending our last 2014 industry event, but of course we're looking ahead. If you plan to attending MITM Euromed – please mark your calendar for May 6-8, 2015 – the details are in the right column. We will inform you when registration opens.

SITE has announced the Crystal Awards so we congratulate the winners. Please see the article on the Best in Class: Europe – PR Incentives DMC in Italy.

World Trade Center Metro Manila will open its doors for the prestigious 46th General Assembly of the World Trade Centers Association in April 2015 and we introduce Düsseldorf's HORISUM – the world's largest event centre.

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. The next edition will be delivered to you after the holidays on Tuesday, January 13 2015.

We – the entire team of MICE Media Marketing - wish you a merry festive season and a happy start into 2015.

Best regards

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## RESEARCH: OVERVIEW OF 2014 EIBTM TRENDS WATCH REPORT PRESENTED BY ROB DAVIDSON

The 2014 EIBTM Trends Watch Report presented by Rob Davidson of MICE Knowledge highlights growth in most of the key market segments for corporate meetings – information and communications technology, automotive, pharmaceuticals and construction – and therefore boosting demand for corporate conferences, product launches, and training events. Significant growth in the developing world – in particular in China and the Middle East adds to this effect.

The incentive travel sector has also seen resurgence in 2014, with convincing evidence of growth in demand, rising budgets and the use of a greater variety of destinations for the hosting of such events.

Greater levels of confidence have also been noted this year among planners of international association conferences, with evidence of increasing budgets and attendance levels. Cities in Europe and Asia are particularly successful at winning these events, although Australasia and the Middle East are increasingly asserting themselves as destinations for international association conferences.

New facilities for meetings and events have opened their doors in many regions

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### INDUSTRY TRADE SHOWS

Mexico, Puebla: All set up for the XX MITM AMERICAS & VI CULTOURFAIR from Dec 3-5, 2014

MITM Americas is the oldest international and interactive MICE fair in the whole American continent and Caribbean which, same as CULTOURFAIR, change venue yearly. From the twenty editions of MITM Americas, this is the first time it takes place in Puebla and the sixth it is celebrated in Mexico.

Response to the invitation in Puebla has been very strong. MITM has gathered a select group of more than 250 participants from 39 countries: Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Canada, China, Colombia, Costa Rica, Cuba, Czech Republic, Denmark, Dominican

including major new convention centres – such as in Krakow, Poland or Nigeria’s first dedicated international convention centre, the Calabar International Convention Centre. New convention Bureaus have been created to support their destinations offerings, including Hangzhou, China; Costa Brava, Spain; St. Petersburg, Russia or the new Italian Convention Bureau.

### 2015 OUTLOOK

With modest growth forecasts for the global economy in general, most significant growth is expected in Asia, The Middle East and Africa. For the MICE industry prediction tends to continued expansion with some speculations that certain regions in the US or Europe might turn into sellers’ markets with demand outstripping supply in some key city destinations.

2015 risk factors – escalating conflicts in the Middle East and in Eastern Ukraine, the risk of the Ebola virus extending out of its currently limited geographical region or the threat of recession inside the Euro zone – may create so far unpredicted challenges inside our industry. As always, innovation, resilience and dynamism will be the meetings and events industry’s best response to meeting the challenges in 2015.

The Trends Watch Report is available for download @

[www.eibtm.com/trendswatch](http://www.eibtm.com/trendswatch).

Republic, Ecuador, France, Germany, Hungary, India, Israel, Italy, Mexico, Netherlands, Palestine, Peru, Poland, Portugal, Puerto Rico, Russia, Serbia, Slovenia, South Africa, Spain, Thailand, Turkey, UK, Ukraine, Uruguay and USA.

All the attendees will have the opportunity to experience the magic of the colonial, cultural and gastronomic State of Puebla!

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

[See more details!](#)

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### Spain, Calpe: 19th EDITION OF MITM EUROMED, 6-8 May 2015

Calpe, in the Valencian Community, Spain, has been the chosen city to hold the 19th edition of MITM Euromed, Meetings and Incentive Travel Market, that will take place from May 6th to 8th 2015, with the sponsorship of Calpe’s City Hall and the AR Diamante Beach\*\*\*\* Hotel.

The venue will be the magnificent AR Diamante Beach\*\*\*\* Hotel, recently awarded with the prestigious Condé Nast Johansens Award as the best Hotel for Events and Conferences in Europe 2014. Located a short distance from Calpe’s Levante Beach, the hotel offers all the infrastructures to make the best convention or event with a professional and personalized to detail service.

Calpe is known for its quality beaches and coves, as well as for the Ifach Crag, which is one of the Mediterranean Coast symbols and has been declared a Nature Park. Calpe is full of history and culture, open to tourism with wide avenues and proud seafaring people. Its strategic location has been an area of passage and settling of numerous civilizations throughout history. Along the sides of Ifach Crag there are findings that belong to the Iberian period.

Regarding the typical gastronomy, it is mainly the fish and rice, without forgetting the delicious cocas and homemade cakes and pastries. All of this accompanied with the Reserva Peñón de Ifach, a wine of intense ruby color with purple sparkles which is homage to this region.

MITM Euromed is recognized as the oldest international MICE trade market in Europe, pioneering B2B appointments program. On top of that, it has an incredible networking program that ensures the contact between all the exhibitors and buyers. The quality of the buyers is guaranteed due to MITM’s rigorous selection process. Only those buyers with a high potential of business are approved.

MITM Euromed has been valued by exhibitors and buyers as one of the most professional international trade markets in the tourism industry. Notarized evaluations confirm it!!

[See more details!](#)

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**Makati Shangri-La**  
MANILA

ROOM RESERVATIONS

**MAIN MENU**

About the Hotel

Rooms And Suites

Dining

Health and Leisure

Meetings & Events

+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)





**A MIX OF BUSINESS AND LEISURE AT MAKATI SHANGRI-LA, MANILA**

Makati Shangri-La is at the heart of Metro Manila’s business and central district. Steps away from the hotel are some of Manila’s premier shopping malls such as Glorietta, Landmark and Greenbelt, with the third biggest mall in Asia, SM Mall of Asia, only 20 minutes away. For more shopping destinations, Rockwell in Makati City, BGC The Fort in Taguig City, SM Megamall and the Greenhills Shopping Centre in Mandaluyong can be reached within 20 to 45 minutes from the hotel.

It takes approximately 30 minutes’ drive from Makati Shangri-La to explore Manila’s historical sites, including the famed Walled City or Intramuros, Fort Bonifacio, Malacañang Palace, Binondo – the oldest Chinatown in the world, Cultural Centre Complex and Manila Bay with its unadulterated views of the sunset.

Makati Shangri-La is the inimitable fusion of form and function, a balance of luxury and sophistication. Its central location makes it the perfect venue for business and leisure.



## GERMANY, DÜSSELDORF CONGRESS SPORT & EVENT: THE WORLD’S LARGEST EVENT CENTRE

HORISUM is comprised of CCD Congress Center Düsseldorf, the halls of Messe Düsseldorf and the ESPRIT arena. With a total of over 330,000 square meters / 3,552,090 square feet of floor space, the flexible event area offers space to turn big ideas into big events. HORISUM boasts ideal accessibility, an outstanding infrastructure and in-house panorama technology. Event organizers can benefit from the years of experience and the practical knowledge of the local support staff. A real plus for event planners is having a single experienced contact person at your side from the conception and planning phases right up to the practical implementation of the event.

Whether for conventions, corporate events, public events or other large events, HORISUM can be used as a single block or in individual combinations of components – providing lots of room for creativity for all types of events, and the full range of services. The brand name HORISUM is a combination of the words „horizon“ and „sum“. The word „horizon“ evokes associations with expansiveness, space, distance and perspective, while the word „sum“ underscores the wide range of different components comprising the world’s largest event centre.

For further information about the world’s largest event centre, please visit [www.horisum.com](http://www.horisum.com).

## SITE CRYSTAL AWARD: PR INCENTIVES DMC ITALY AWARDED BEST IN CLASS: EUROPE

### EXCEPTIONAL MOTIVATIONAL TRAVEL PROGRAM

During the SITE Global Conference in Rotterdam, Netherlands recently, PR Incentives DMC, Catania/Rome, Italy, was recognized with a 2014 SITE Crystal Award for Exceptional Motivational Travel Program – Best in Class: Europe.

Young Presidents’ Organization (YPO), a network that connects chief executives and peers around the world, enlisted PR Incentives DMC for its Intercontinental Chapter program in Sicily. The goal was to create powerful networking opportunities that inspire attendees to become better leaders in their business, community and beyond.

All activities were designed to unify the diverse members, promote mutual trust and a strong sense of group identity. Along the way, the group learned about Sicily’s rich culture, traditions and history. PR Incentives DMC showed tremendous creativity, innovation and attention to detail with a trip that transformed guests from individuals to team players who support each other to overcome challenges.

„PR Incentives DMC Italy was created nearly 20 years ago with the vision of meeting particularly challenging demands of clients seeking a unique event experience. We design every detail to exceed expectations and deliver the passion, the history, the beauty and the essence of Italy, signature events. The main goal of the YPO Intercontinental Chapter program was to create powerful networking opportunities and social and cultural moments to inspire attendees to become better leaders in their business, family, community. All activities were designed to develop a sense of belonging, relationships and friendship.“ Patrizia Rapisarda, President, PR Incentives DMC Italy

Find Program details on the SITE Crystal Award section [www.siteglobal.com/index.php?mo=cm&op=id&fid=406](http://www.siteglobal.com/index.php?mo=cm&op=id&fid=406)  
[www.pr-incentives.it](http://www.pr-incentives.it)

## PHILIPPINES: WORLD TRADE CENTER METRO MANILA TO HOST THE 46TH WORLD TRADE CENTERS ASSOCIATION GENERAL ASSEMBLY (WTCA GA)

**THE WORLD TRADE CENTER METRO MANILA (WTCMM) WILL HOST THE FORTHCOMING 46TH WORLD TRADE CENTERS ASSOCIATION GENERAL ASSEMBLY (WTCA GA) OF THE WORLD TRADE CENTERS ASSOCIATION (WTCA) ON APRIL 26-29, 2015.**

The WTCA GA is the official assembly and most important event of the Association’s annual calendar. This event, hosted by a World Trade Center (WTC) each year, rotates to different continents and draws some 250-300 foreign delegates from all over the world. It is the premier forum of the WTCA to promote global business opportunities. Hosting this event is a significant milestone for the country, considering that it will be the first time that the WTCA will hold such an important and prestigious event in the Philippines.

WTCA - headquartered in New York (USA) - was established in 1969 as a non-governmental organization to promote international trade and development. To date, there are nearly 300 World Trade Centers (WTCs) in over 100 countries around the globe. WTCMM is one such WTC.

WTCMM is the first and to date the only Union des Foire Internationale (UFI)-recognized exhibition venue in the Philippines. Being the first world-class exhibition



### IMEX America Announces Final Figures For 2014 Show

Final figures have now been published following the successful conclusion of the fourth edition of IMEX America at the Sands Expo in Las Vegas last month.

	2014	Increase vs. 2013
Hosted Buyers	2.909	8%
Show attendees	1.919	4%
Exhibitors (150 countries)	2.900	3.5%
Increase of booth space		13%

Hosted buyers attended mainly from the US (70%) and Canada (6%), but 24 % originated from 52 other countries including Brazil (5%), the UK (3,5%), China (2%) and Mexico (2%).

Hosted buyers’ business segments included 64% from incentive houses and agencies; 21.5% from the corporate sector and 8.5% association buyers. The remaining 6% were independent planners.

Show attendees - other than hosted buyers - originated mainly from the US (85%); Canada (3%) and Mexico (3.5%).

The IMEX online appointment system, enriched ahead of last IMEX Frankfurt with the option to create up to five ‘appointment profiles’ – literally mini RFPs specifying budget, size, scope, theme and dates for a quote made available to exhibitors ahead of the show - resulted in 53,000 prescheduled appointments. 45% of the hosted buyers created appointment profiles to prepare their appointments and receive and discuss quotes at the show.

The IMEX America 2014 At a Glance Fact Sheet can be downloaded as PDF online here:

[www.imexamerica.com/about-us/show-statistics/](http://www.imexamerica.com/about-us/show-statistics/)

[See more details!](#)

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### MICE APPS

**Poken integrates iBeacon and NFC with new ‘Super’ and ‘Real-Time’ Touch Points**

Poken ‘the Green Event Platform’ announced the launch of two new functionalities to its event technology. Designed to enable event organisers to offer visitors a wider choice of options for collecting digital content, Poken’s new Super and Real-

venue and the only ISO 9001:2008 certified venue in the Philippines, it is a major player in the countries MICE industry. WTCMM is placed in the international map of exhibition facilities in the region, offering an exhibition hall that has the amenities and features of a world-class trade hall and function rooms that meet the standards of global meetings.

This prestigious, much-awaited global assembly is an excellent opportunity to attract foreign investments and visitors to the Philippines through the estimated 300 or so WTCA foreign delegates from the United States, Europe, Middle East and Asia-Pacific. These delegates are themselves businessmen and investors, aside from being property development and management companies under the WTC network, most of whom have very strong influences in the business communities of their own regions and countries. The global market is coming to Manila and this will certainly generate top-level business contacts and realize great potential for near-term investments.

For more information on the WTC General Assembly, please follow link below: [www.cvent.com/events/46th-wtca-general-assembly-manila-philippines/agenda-772a2d894617486a84c7d0a4cc8587ec.aspx](http://www.cvent.com/events/46th-wtca-general-assembly-manila-philippines/agenda-772a2d894617486a84c7d0a4cc8587ec.aspx)

## IBTM PORTFOLIO REBRANDED IBTM EVENTS

Reed Travel Exhibitions has announced that it is re-branding the IBTM portfolio which will now become „IBTM events – connections mean everything“. At the same time 6 of the current 8 events will also have a new brand image and logo identifying them by region (excluding AIME and ICOMEX. EIBTM is to become „IBTM world“ in line with its status as a global industry event.

As one of the world’s recognized providers of meetings industry events and with the recent acquisition of ICOMEX as well as the brand extension; a ‚taste of IBTM‘ at World Travel Market Latin America, the footprint now extends to 6 continents. The new logos will communicate each show proposition and the region that it serves. NOTE: IBTM Africa, IBTM India, IBTM America and IBTM Arabia, are Hosted Buyers only, with a set appointment system, not open to Trade Visitors.

The IBTM Portfolio now consists of:

New Name	In	Hosted Buyer Limit	Dates
IBTM World (EIBTM)	Barcelona		17-19 Nov 2015
IBTM Arabia (GIBTM)	Abu Dhabi	200	10-12 Feb 2015
IBTM Africa	Cape Town	60	13-15 Apr 2015
IBTM America (AIBTM)	Chicago	250	9-11 Jun 2015
IBTM China (CIBTM)	Beijing		5-7 Aug 2015
IBTM India	Jaipur	60	2-4 Sep 2015
AIME	Melbourne		24-25 Feb 2015
ICOMEX	Mexico City		To be announced
World Travel Market Latin America	Sao Paulo		22-24 Apr 2015

For further information go to [www.ibtmevents.com](http://www.ibtmevents.com).

Time Touch Points use both NFC and iBeacon technologies.

The Super Touch Point is a digital sticker than enables event attendees to collect digital information, such as company and sales literature, social media links, or video, by simply touching their event badge to the Touch Point. The digital information contained in the Touch Point, loaded up by the exhibitor using a simple web interface, is sent automatically to the visitors’ email or can be accessed through an online web portal.

Poken’s new Real-Time Touch Point shares all the features of the Super Touch Point, while also allowing information to be gathered and collected in real time using an embedded GSM module, ideal for events that need up to the minute data collection such as for real-time session check-in or tracking attendance at meetings in real time.

Poken’s CEO Stéphane Doutriaux says: „Our new Super and Real-Time Touch Points open up a wealth of new options to enhance the visitor experience and enable event organisers to simplify paperless content collection. With iBeacon technology increasingly in demand, we are delighted to be able to integrate this feature into the Poken event platform and open up more options for event organisers to connect visitors with exhibitors.“

The benefits of this new technology are expected to have the greatest impact on large scale events and congresses. Poken’s range of products and its paperless-event services platform allow events, tradeshow and congresses of any size to take full advantage of the ease and efficiency of digital content collection.

[See more details!](#)

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