



MAY 2015

## PUBLISHERS NOTE

Dear Reader!

The beautiful month of May started with sunshine and preparations as many in our Industry prepare for the upcoming industry trade shows. Being in Spain, Calpe right now attending a highly productive MITM Euromed, thoughts are moving ahead to the next shows and programs to come.

If you are interested in taking groups to Mexico, it's my pleasure to point out the MICE Media Marketing Hosted Buyer Program in/around Mexico City – a post-show program to ICOMEX. See the information below.

And of course, we are looking ahead to IMEX in Frankfurt. It will be a pleasure to meet you in case you're attending. So pass by our booth G352, take NEWSBREAK and the chance to win the summertime lottery. On June 25 we will draw the three winning lots: 2 nights at the beautiful Renaissance Hong Kong Harbour View Hotel, double room with harbour view and club lounge access! Take your chance and win – simply pass by and drop your business card in the card box! Visitors to ITE & MICE will also have the chance to win!

We hope you enjoy the IMEX coverage delivering the latest information around the event.

While in Brazil world travel market ended successfully – see the information below – in the UAE the ICCA Middle East Chapter Workshop in Abu Dhabi has seen high attendance of suppliers wishing to increase their bidding skills in order to meet buyers expectations. The 2015 Africa Showcase to the US and Canada will start end of September – dates and information below.

The Golden City Gate Award for Outstanding Contribution has been won by Meet in Ireland for the 'Why Ireland' video and a special award was given to for the sky drone video 'Ireland's Wild Atlantic Way'.

In case you're planning incentives to Dallas, Texas - the city now has its own CityPASS. And half the way around the world in Singapore the Sarawak Convention Bureau (Malaysia) introduced its "Borneo Quest" Program. Please see the details to both below.

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

Martina Warter  
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Mice Media Marketing  
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## ICOMEX / MICE MEDIA MARKETING HOSTED BUYER PROGRAMME TO MEXICO CITY

ICOMEX and MICE Media Marketing join for a Hosted Buyer program and a post-ICOMEX site inspection in/around

Open to European and North American buyers  
ICOMEX, Mexico City, August 25 - 26, 2015

ICOMEX, a leading MICE event in Mexico, following the acquisition of Grupo Fidalex by Reed Exhibitions is set to become the first trade show in Latin America for the IBTM portfolio. ICOMEX 2015 hosts more than 250 Latin American suppliers:

70 % from Mexico  
25 % from the wider Latin American region  
5 % from overseas.

In 2 days in one location, ICOMEX expects thousands of attendees from the MICE community, all looking to place international business.

MICE Media Marketing is operating a Hosted buyer program for qualified MICE professionals from Europe and North America, managed and escorted by Barbara Shapiro, Director, Global Site Inspections/Global Site Inspections. MMM Hosted Buyer Program will include

- complimentary roundtrip air from selected gateways to Mexico City
- hotel accommodations in Mexico City, August 24, 25, and 26.
- ICOMEX Meeting Agenda

## IN THIS EDITION

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MALAYSIA: SARAWAK INTRODUCES "BORNEO QUEST" TO SINGAPORE'S MERLION AT SARAWAK INDUSTRY EVENT



## MICE:destination

MICE:destination - the electronic magazine for the MICE industry. [Click here to download edition 5/2015 here from our website.](#)

### IN THIS EDITION, YOU WILL FIND:

- In:Centive Exciting Possibilities in The Philippines
- In:Focus Anguilla - A Destination Update for MICE Planners
- In:Focus USA - Greater Fort Lauderdale & Broward County Update
- In:Venue New Adelaide Convention Centre West Building Opens its Doors
- In:IMEX Inspiration Innovation Insight and Ideas lined up at IMEX in Frankfurt 2015
- In:Tech Heavy Load or Bits & Bytes - or schlepp versus download
- In:Show MITM Euromed, Calpe, Spain  
ITE & MICE, Hong Kong  
ICOMEX, Mexico City, Mexico

Interested?

[Don't hesitate to download your copy!](#)

- Welcome Party, August 24th and Destination Cocktail party, August 25,
- Access to Educational Program
- Post Tour Program in/around Mexico City

An itinerary of Mutual Match appointments will allow MICE professionals to target destinations and services suitable for their clients' needs. The event also includes a 2-day education and conference program poised to attract the various segments of the domestic MICE industry. The co-located Event Production Forum additionally provides local meeting planners with products and services used in the design and construction of their events.

At the close of ICOMEX, MICE Media Marketing Hosted Buyers will begin an exciting post-program in/around Mexico City, managed by Eric Alvarez, DMS Mexico, a leading DMC. Eric is the President of PCMA Mexico Chapter, and the VP of Interinstitutional Relations for AMDEMAC, the National DMC Association, and the preferred supplier for such companies as Maritz, etc.

Post Program Registration Fee: announced shortly with the detailed program information

To register on [www.topicomex2015.monooti.net/](http://www.topicomex2015.monooti.net/) please choose Hosted Buyer in the Profile dropdown box

On page 1 of the application form, the second last question says: *Have you been invited by any of these Group Coordinators?*

Please select: **Martina Warter / MICE Media Marketing**

Upon approval by ICOMEX, Barbara Shapiro, will contact you with further details. For additional information, please email Barbara at [barbara@globalsiteinspections.com](mailto:barbara@globalsiteinspections.com)

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## Empire Hotel Hong Kong · Wan Chai

# STAY & MEET PACKAGE

Close to the Hong Kong Convention & Exhibition Centre and business districts in Hong Kong, the Empire Hotel Hong Kong Wan Chai is a popular accommodation choice for business travelers all over the world to connect, interact and transact. The hotel is also within walking distance of a colourful array of nightlife entertainments and shopping options.

With our new Stay and Meet package, clients who book accommodation of 10 guest rooms or more will be offered a 15% discount on meeting room rental or meeting packages (with a minimum spending of HK\$4,000 net after discount) during their period of stay. Offer valid till 31 August, 2015, first-come-first-served. Other MICE packages can be custom-made to meet client's taste, budget and needs.



For enquiries, please contact Ms Angeline Wong, Group Senior Business Development Manager at +852 3692 2163 / 3692 2134 or email [meetings-wc@empirehotelsandresorts.com](mailto:meetings-wc@empirehotelsandresorts.com) | [www.empirehotelsandresorts.com](http://www.empirehotelsandresorts.com)

## SOUTH AFRICAN AIRWAYS BRINGS THE 2015 AFRICA SHOWCASE TO THE U.S. AND CANADA

South African Airways' (SAA), the national flag carrier of South Africa and Africa's most awarded airline, has announced the tour dates for the Africa Showcase in 2015. From September 29th to October 7th, the annual educational travel trade show will visit Los Angeles, CA, Dallas, TX, Boston, MA and for the first time Toronto, Canada.

The Africa Showcase is the largest travel trade event in North America featuring exclusively African suppliers that represent hotels, safari lodges, destination tourism organizations and other attractions that are popular with North American travellers. The show brings Africa travel specialists the latest trends on the region's products and services, enabling those who participate to boost their sales to the increasingly popular destinations throughout Africa. The Africa Showcase is hosted in collaboration with On Show Solutions, a South Africa based event organizer.

In addition to its traditional format, South African Airways and On Show Solutions will also introduce VIP buyer encounters. These dedicated sessions create an additional opportunity for top African travel specialists to meet suppliers through scheduled one-on-one appointments.

The dates and venues for the 2015 Africa Showcase are:

- September 29th: Los Angeles, CA
- October 1st: Dallas, TX
- October 5th: Boston, MA
- October 7th: Toronto, ON

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

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And yes of course, you are welcome to pass a copy on to your colleagues too!

The 29th



Int'l Travel Expo

The 10th



MICE Travel Expo

11-14 Jun 2015

Hong Kong Convention & Exhibition Centre

ITE & MICE  
Hong Kong Register Now

www.itehk.com

Pre-register online for free admission on June 11 & 12

### IMEX FRANKFURT - SPECIAL COVERAGE

IMEX in Frankfurt takes place from 19 to 21 May at Messe Frankfurt.

[www.imex-frankfurt.com](http://www.imex-frankfurt.com)

#### Skills, networking and marketing– IMEX helps with business through education

Buyers at IMEX in Frankfurt will acquire many valuable business skills and extensive marketing knowledge through the show's wide ranging education programme at The Inspiration Hub.

New early morning deep dive sessions on Business Networking and the other on Building Confidence are among the latest additions to the vast choice of business skills seminars and workshops at the event, which takes place on 19 to 21 May.

*Effective Negotiating, Ten Business Skills that Never Go out of Fashion, Engaging Today's Audiences Differently, You Don't Want a Meeting You want an Outcome and Cultural Differences Beyond Behavioural* are some of the 30 engaging and inspiring business skills sessions.

The Marketing and Communications programme is also extensive and will cover key subjects such as *increasing the ROI of marketing events, content marketing, audience engagement, and using storytelling techniques.*

The overall Inspiration Hub programme covers all aspects of business with 10 tracks and more than 170 sessions designed for the meetings industry, from Technology & Social Media, Risk Management & Compliance, Trends & Research, Health and Wellbeing, Diversity and Sustainability, Creative Learning and General Education to Business Skills and Marketing & Communication. The education sessions, 30 of them in German, will also be divided into strands for the Young Professional and Senior Professional.

Creative Thursday is another innovation within the education programme this year and the sessions will be delivered in a variety of formats including interactive hands-on workshops, seminars, campfires, the research pod, hot topic tables and meet the expert.

Carina Bauer, CEO of the IMEX Group says: "While business meetings on stands are the centre point of IMEX, education is an essential element as we aim to inspire buyers and exhibitors and fulfil their needs. The comprehensive Inspiration Hub programme will be valuable to buyers whether they want to refresh their knowledge, or acquire CMP/CEU and ISES Points or are looking for new ideas."

To find out more about the educational tracks, please search [portal.imex-frankfurt.com/events.php#](http://portal.imex-frankfurt.com/events.php#)

[See more details!](#)

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## BRAZIL, SAO PAULO: WTM LATIN AMERICA CELEBRATES THE ENORMOUS SUCCESS OF ITS THIRD EDITION

World Travel Market Latin America 2015, which hosted the 43rd Braztoa Business Event is firmly established as the leading global event for the Latin American travel industry after a phenomenal 21% increase in visitors and press attending the event over the three days and an impressive volume of business deals anticipated.

The three day event has ended on an incredible high seeing exhibitors, visitors and buyers from around the world all toasting to the success of the third event, which this year was held at the larger and more central Expo Centre Norte, Sao Paulo from 22 -- 24 April.

The travel trade were full of praise for the event and delighted with the networking opportunities that were available and the quality of the conferences and seminars. Over the three days the exhibition welcomed almost 1300 exhibitors of which 60 were exhibiting at the event for the first time.

Brazil's 27 states [including a federal district] were present at the fair thanks to their partnership with the Ministry of Tourism. "The tourism market has become more modern and WTM Latin America is supporting this and also bringing in a quality trade visitors and buyers", said Vania Climinacio, Events Manager of the Department of Sport and Tourism of the government of Paraná.

The Brazilian Resorts Association (Resorts Brasil) carried out research with its members who took part in the third WTM Latin America and reported that 90% were highly satisfied with the results they obtained. "This is really a special event, with great business opportunities", guaranteed Alberto Cestrone, the entity's Regional Director of the South.

One of the highlights of the event's last day was the FOHB (Hotel Operators of Brazil Forum) São Paulo Workshop 2015, which represents the 26 most important hotel chains in the country, which together add up to 630 hotels with 104,000 accommodation units. During the meeting, Flávia Matos, the Forum's executive director, stressed the importance of the workshop, which was attended by more than 100 travel managers: "WTM Latin America is a benchmark of professionalism in the travel sector, a value that the FOHB identifies with. We brought the concept of corporate travel in the hotel sector to the event and it's a great success", she said.

WTM Latin America 2016 will take place between March 29 and 31 next year, also in Expo Center Norte.

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

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## Join us at the ICOMEX Hosted Buyer Program!

**ICOMEX – The Leading Exhibition for Meetings, Events and Incentives in Latin America**

August 25th - 26th, 2015

If you **organize events, incentives and meetings in Latin America**, we invite you to apply to be our guest, come to ICOMEX and share with us the great experience of the Hosted Buyer Program.

Our invitation includes:

Complimentary travel and accommodations in Mexico City

Meeting Agenda with suppliers you need to see

Access to education program to expand your knowledge in events and incentives

Access to networking events

Get the VIP treatment – receive exclusive invitations and VIP lounge access.

Possibility to take part in the Post Tours events

**ICOMEX**

Part of:  **ibtm events**  
connectors mean everything



APPLY NOW TO ATTEND AS A HOSTED BUYER:

[www.icomex-mexico.com/hosted-buyer](http://www.icomex-mexico.com/hosted-buyer)

## New creative dimensions to learning in the Inspiration Hub at IMEX in Frankfurt

There will be plenty of creativity to be discovered among the 170 education sessions at IMEX in Frankfurt from 19 to 21 May.

Creative Learning and a wide variety of innovative General Education sessions will be the focus of two of 10 different tracks brought together at the new Inspiration Hub on the show floor.

The comprehensive range of education strands will also include Business Skills, Marketing and Communication, Risk Management and Compliance, Technology & Social Media and Trends & Research, along with Diversity and Sustainability. A new dedicated Health and Wellbeing track will cover concepts such as mindfulness at events, the importance of good posture and staying healthy while travelling. Among the other initiatives are new early morning deep dive sessions on Business Networking and Building Confidence.

The key feature of the Creative Learning strand is the new Creative Thursday. The last day of the show will feature at least 12 original sessions on thought-provoking subjects such as developing emotional connections in corporate events, why the experience matters and using science to design with confidence. The sessions on 'Five Ways to Boost Creativity and Innovation ... or Kill it' and 'Why Chocolate Comes in So Many Different Flavors' will be particularly engaging and different as they will be presented in a 'creative play' format.

On Tuesday and Wednesday there will also be at least 6 creative learning sessions each day including '3½ Ways to Effectively Manage People' and 'What Makes a 3 Michelin Star Experience?'

The extensive General Education programme will cover topics ranging from reputation and relationship management, public speaking, meeting ROI and face to face communication in the digital age.

The session on 'Navigating the Corporate Meetings and Incentive Industry as a Young Professional' is one of many that are designated for each of two levels of experience, Young Professional and Senior Professional. The German sessions also remain extensive with over 30 sessions planned. Overall the Inspiration Hub will use a variety of learning styles and areas including seminar rooms, campfires, the research pod, hot topic tables and meet the expert.

Carina Bauer, CEO of the IMEX Group says: "The General Education and Creative Learning tracks and, in particular, Creative Thursday sessions are sure to inspire and reward those who take part in these highly original sessions. They are exciting new additions to our already wide ranging education programme which adds an important dimension to IMEX."

To find out about the educational tracks please search <http://portal.imex-frankfurt.com/events.php#>

See more details!

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## Health and wellbeing, diversity and sustainability feature in the new Inspiration Hub at IMEX in Frankfurt

A new dedicated Health and Wellbeing track and seminars in English and German on sustainability and diversity are among the features of the restyled education programme at IMEX in Frankfurt from 19 to 21 May.

They are among 170 education sessions, 30 of which will be in German, within the overall programme that is now focussed in one area on the show floor - The Inspiration Hub. The extensive programme is wide ranging with 10 tracks providing valuable information and insight on Business Skills, Marketing and

## IRELAND: MEET IN IRELAND WINS BIG AT PRESTIGIOUS GOLDEN CITY GATE TOURISM MULTIMEDIA AWARDS

Faillte Ireland, the Irish national tourism development authority, recently won a prestigious accolade for its business tourism marketing when it was awarded first place in the 'Outstanding Contribution' category at the Golden City Gate awards for its Meet in Ireland, 'Why Ireland' video.

The Golden City Gate awards are presented annually over 5 days at ITB-Cinema at the ITB -- Internationale Tourismus Börse in Berlin where best in class tourism videos are recognised. See Video Here: 'Why Ireland' [www.youtube.com/watch?v=eA8lyb8gzc0](http://www.youtube.com/watch?v=eA8lyb8gzc0)

Produced by Dublin based video production agency, BigO Media, the video confidently portrays Ireland's unique selling points of Ireland as a world class business tourism destination featuring state of the art infrastructure and the famous 100,000 welcomes.

Fáilte Ireland was also presented with a special award for its Seen from the Sky drone video of Ireland's Wild Atlantic Way. The footage was filmed using a drone and a GoPro camera by Raymond Fogarty of AirCam Ireland, Cork, with support from Fáilte Ireland during the summer of 2014. Travelling from the Old Head of Kinsale in Co. Cork to Malin Head in Co. Donegal, Raymond's footage gives a unique perspective of the rugged beauty of Ireland's West Coast. Produced in partnership with BigO Media, this video is a great resource for travellers to get inspired by the iconic landmarks and natural wonders of the Wild Atlantic Way touring route. 'Seen from the Sky' [www.youtube.com/watch?v=1JrdFaYx8VU](http://www.youtube.com/watch?v=1JrdFaYx8VU)

[www.failteireland.ie](http://www.failteireland.ie)

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## MEXICO, MEXICO CITY: ICOMEX 2015 – THE LEADING EXHIBITION FOR MEETINGS, INCENTIVES AND EVENTS IN LATIN AMERICA

ICOMEX, one of the most important specialized events in the incentives, conferences and conventions industry, is now part of the IBTM event portfolio in Latin America.

The show provides the opportunity to attend a regional - Latin American - event with an international background. IBTM's specialized technologies optimize the buyer's event experience in both, networking and business appointments.

The IBTM Mutual Match appointment system optimizes buyers appointment schedules and leads to the new two day show format in 2015. ICOMEX and Reed Exhibitions Mexico seek to encourage the MICE sector to take a close look to the Latin American continent through presenting an attractive high level event to the buyers.

ICOMEX, hosted since six years in Mexico City, provides the international platform to bring Latin American meeting experts and key buyers of the MICE industry together. From August 25 – 26 2015, Centro BANAMEX will again open its doors to host Latin Americas most important MICE event.

The "Guest Country ICOMEX 2015" Guatemala will take the opportunity through a large, in-depth presence to demonstrate the countries capacities and competences to the international meeting and event organizers.

The ICOMEX team will once again thrill on the challenges of creating an intensive program to support the development of new business opportunities for the international and domestic buyers, suppliers, government agencies, chambers of commerce, association and the attending media. The event consists of:

- Trade Show
- Education Program
- Networking events
- Special Events
- Fam Trips

The exclusive ICOMEX 2015 Hosted Buyer program will host more than 400 buyers from Europe, the USA and Latin America.

ICOMEX 2015 is supported by important professional organizations including: Mexican Tourism Board (CPTM), Mexican Ministry of Tourism (SECTUR), IAEE, ICCA, COCAL, AFIDA, ASAE, GMIC, PCMA, MPI, SITE, GBTA, among others.

For information visit [www.icomex-mexico.com](http://www.icomex-mexico.com)

To register, visit [www.topicomex2015.monooti.net/](http://www.topicomex2015.monooti.net/) If you wish to attend the MICE Media Marketing hosted buyer group, please answer the second last question on page 1 of the application form *Have you been invited by any of these Group Coordinators?* With the selection **Martina Warter / MICE Media Marketing**

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## UAE, ABU DHABI: MIDDLE EAST MEETING SUPPLIERS INCREASE THEIR BIDDING SKILLS

The Abu Dhabi National Exhibition Center (ADNEC) hosted the International Congress and Convention Association (ICCA) Middle East Chapter Workshop on bidding for international association meetings on the 22nd and 23rd of April 2015, with over 60 participants and 10 speakers.

The workshop was designed to provide an introduction about ICCA and the international association meetings sector's bidding methodology, and was attended by ICCA Middle East members and many new potential regional members the private sector, including professional conference organizers (PCOs), destination management companies (DMCs) and MICE venues, hotels and venue operators as well as government organisations from different parts of the region such as UAE, Oman and KSA.

The workshop's program included sessions from different regional speakers introducing the audience to ICCA and ICCA products, and provided insight in the complexity of the international association meetings bidding process from a variety of honourable speakers with different

Communication, Risk Management and Compliance. They will also cover Technology & Social Media, Trends and Research, Creative Learning, and General Education as well as Health and Wellbeing, Diversity and Sustainability.

The health and wellbeing seminars, a programme of at least eight sessions each day, will cover areas such as mindfulness in events, the importance of good posture and staying healthy while travelling. There is also a new wellbeing initiative - 'Be Well at IMEX'. This is designed to help buyers to stay healthy and rejuvenated during their busy days at the event. In addition a new Meditation Room offers classes such as yoga, relaxation and guided mediation to help attendees re-energise between appointments.

The diversity programme sessions will include the 'Impact of Gender and Generational Shifts in the Meetings Industry' and 'The Young Leading the... Not So Young' while within the Sustainability stream will be a session on Innovative Approaches to Corporate Social Responsibility.

There are many new initiatives and developments in the overall Inspiration Hub. It will use a variety of learning styles and areas including seminar rooms, campfires, the research pod, hot topic tables, meet the expert and the creativity zone while the content is also divided into levels of experience: - Young Professional and Senior Professional. The German sessions also remain extensive.

Creative Thursday is a further new initiative within the education programme with hands-on, interactive sessions. There will also be new early morning deep dive sessions on Business Networking and the other on Building Confidence.

Carina Bauer, CEO of the IMEX Group says: "The developments and additional elements of our education programme together add exciting new dimensions that will inspire, engage and satisfy many buyers and exhibitors, whether they are looking to gain CMP/CEU and ISES Points, catching up on technology trends or exploring the latest sustainability solutions. There is something for everyone, whatever their preferred learning style or interest."

To find out more about the educational tracks please search [portal.imex-frankfurt.com/events.php#](http://portal.imex-frankfurt.com/events.php#)

[See more details!](#)

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## MICE WEBSITES

### Spain: Barcelona Convention Bureau Launches New Web To Promote Meetings Tourism

Barcelona Convention Bureau, a Turisme de Barcelona programme specialized in meetings tourism, has launched a new, more visual and intuitive website ([www.barcelonaconventionbureau.com](http://www.barcelonaconventionbureau.com)) to promote Barcelona as a venue for congresses, conventions and incentive travel. BCB's new website is aimed principally at the professional market: agencies, companies and associations that want to organize an event in Barcelona.

The new site is more functional and user friendly, with two main parts: 'Why Barcelona' brings together images and characteristics of the city, as well as specific testimonials by professionals from the sector in order to attract and convince new customers. 'Plan your meeting' lists the complete supply of professionals who can help organize events in this city: information about services, venues, professional organizers and suppliers. The 300-plus BCB members, specialised professionals from the conferences and conventions sector, now have more visibility in this section.

**The New Website Also Includes Information About The Sector**

experiences and industry backgrounds.

*ICCA CEO Martin Sirk: "If I had to name the single most critical skill in our business today, it would be bidding. Gaining an appreciation of how to identify and respond to clients' key strategic objectives is really vital to stay ahead of the competition. Understanding how to integrate these business solutions with powerful destination branding, so that clients' are engaged both rationally and emotionally, is the key to winning more international meetings. I commend all the ICCA members and friends who participated in this workshop, and thank the experts who gave up their time to raise the standard of bidding in this fast-growing region."*

All ICCA members in the Middle East and ICCA's Middle East regional office represented by Mr. Gamal Sadek (ICCA Regional Director Middle East) aim to support the regional industry and to increase the number of international association meetings taking place in the region.

*"ICCA is always pleased to support such regional initiatives as part of its role to develop the industry into the Middle East like many other regions worldwide, especially with the great potential that we can see for that region"* said Mr. Mahir Abdulkarim Julfar, Director Commercial - Exhibitions and Conferences at the Dubai World Trade Centre and ICCA Middle East Board of Director.

In November 2014, ICCA President Nina Freysen-Pretorius announced that the ICCA Board of Directors had selected Dubai as the host destination for 2018, saying: "Not only did this bid fully meet our business objectives and logistical requirements, the Board considered it to be a truly exceptional proposal."

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

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## USA, TEXAS: DALLAS JOINS THE CITYPASS FAMILY OF DESTINATIONS

On May 15 the new Dallas CityPASS ticket booklet will officially launch. The Dallas CityPASS booklet includes discounted, prepaid admission to top attractions and will save visitors 41 percent off combined admission to

- The Perot Museum of Nature and Science
- Reunion Tower GeO-Deck
- A choice between the Dallas Zoo and The Sixth Floor Museum at Dealey Plaza
- A choice between the George W. Bush Presidential Library and Museum and the Dallas Arboretum and Botanical Garden.

Even better, CityPASS booklets save time, allowing holders to skip most main-entrance ticket lines.

Opened in December 2012, the Perot Museum of Nature and Science is five and a half levels of science fun featuring a 4K digital theatre and 11 permanent exhibit halls filled with state-of-the-art, immersive exhibits that touch on subjects.

The Reunion Tower GeO-Deck, whose 470-foot-high (143 meters) observation level gives visitors 360-degree views of the city. This iconic Dallas landmark, which unveiled a multimillion-dollar renovation in 2013, is now sporting some seriously cool hardware.

### Option Tickets

- 1.The Sixth Floor Museum at Dealey Plaza uses films, photographs and other artefacts to chronicle the life, death and legacy of President John F. Kennedy or the Dallas Zoo, being the oldest and largest zoological park in Texas and home to more than 2,000 animals, representing over 400 species.
- 2.The George W. Bush Presidential Library and Museum or the Dallas Arboretum and Botanical Garden; a 66-acre (27 hectares) display garden with dynamic water features and breath-taking floral displays overlooking White Rock Lake.

Dallas CityPASS booklets are available at [www.CityPASS.com](http://www.CityPASS.com) and at any of the listed attractions for USD44 (children USD30). Passes are valid for nine consecutive days and economize up to USD30.30 on combined admission rates.

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

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With over 30 years of experience, Barcelona Convention Bureau has established itself as a leader in the meetings sector with a thorough knowledge of the city. The website also includes a calendar with the dates of congresses being held in the city and a section with relevant news that also helps positioning Barcelona as a leader in the MICE sector.

The new platform is dynamic, functional and practical, maintaining a balance between having an attractive design and being easy browse. The web also runs on tablets, smart phones and notebooks.

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

See more details!

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## MICE News

### Malaysia: Sarawak Introduces "Borneo Quest" To Singapore's Merlion At Sarawak Industry Event

Taking on the Goliath of ASEAN Business Events in Singapore, Sarawak industry members recently hosted a "Borneo Quest" programme at the Grand Mercure Roxy, Singapore. Aimed at enticing potential corporate incentive clients, the event was held as part of the Sarawak Convention Bureau's (SCB) "7 Wonders of Borneo" campaign that showcases the best Borneo has to offer.

In partnership with the Accor Group, the delegation aimed to introduce Sarawak as a Business Events destination whilst highlighting Pullman Hotel Kuching as a preferred venue and accommodation provider. Leading the delegation to Singapore was Mr. Mike Cannon, SCB's Managing Director and his "mighty team" and Ms Alice Fung, Pullman Kuching's Director of Sales and her team.

Mr. Cannon commented, "As a relative newcomer in the international meetings industry, we admire the success that Singapore has had in the business events sector. I would like nothing more than to see our two destinations working hand in hand in an effort to bring incentive business to this beautiful and unique part of the world.

With Singapore as the heart of industry and commerce, I believe Sarawak can complement Singapore's continued growth by providing the energy; inspired by the natural beauty of Sarawak."

Sarawak has all the right ingredients with strong Government support -- particularly through SCB, international chain hotels like Pullman, and all supported by a fantastic range of unique products.

In highlighting Sarawak's fantastic range of products, SCB launched the "7 Wonders of Borneo", a campaign that aims to keep Sarawak top of mind in terms of marketing and destination branding.

Our industry members are waiting and ready to assist and custom-design your own 'Borneo Quest'."

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

See more details!

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