



June 2015

## PUBLISHERS NOTE

Dear Reader!

This month, after a successful IMEX Frankfurt we are inviting you to a digital journey almost around the world! But before we start, we'll review IMEX and we'll also take a look at the released ICCA Statistics.

Let's start our trip in Thailand – the TCEB just launched their Thailand Connect the World: Germany Business Events Road Show 2015 – see a program outline and watch out for the deadlines for the Meetings Bonus Programme subsidy! 30 June 2015 is the application deadline. Please see the details below.

Travelling through Asia, we're reaching Seoul at Incheon International Airport. Korean Airlines has just achieved IATA's Fast Travel Green Status, so all will work quick and smoothly with our flight as we head on to Darwin, Australia for a unique showcase for event planners.

On our flight to the Americas we'll stop in Ecuador, where the UNESCO and Quito are working to conserve the Convent of San Francisco before we take a look at Puerto Rico where Meet Puerto Rico forecasts the economic impact of meetings and conventions in the country.

We already know that the USA is leading the ICCA statistics, so we're leaving the American continent and head to Europe. In Austria, Vienna honoured the conference organizers who hosted international congresses in Vienna last year.

The Estonian Convention Bureau kicked off their 'Team Estonia' Project and IMEX in Frankfurt was the first event in which the blue badges of Team Estonia went on stage. Moving on to Cologne, Germany which has silently moved up in the ICCA statistics from 117th position to 97th position in 2014. The cities vast event experience of even the largest scale events and incredible 165 event venues underline the cities attractive offerings to the MICE market.

Leaving the European continent we head on to Jordan where the Jordan Tourist Board has launched a program to promote the destination for international conferences; See information below. And finally we are moving on into the Middle East, to Qatar where MCI now Partners with Elan Events to strengthen the activities in Qatar.

With such a journey we invite you – as usual - to share the NEWSFLASH with your interested colleagues and co-workers. [Click here to forward](#) this edition of NEWSFLASH.

Best regards

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## ICCA 2014 MEETINGS STATISTICS RELEASED: PARIS REMAINS NUMBER ONE CITY; USA TOP COUNTRY

ICCA's eagerly awaited annual statistics on the number of rotating international association meetings hosted by countries and cities show few major shocks.

Paris retains the top rank, with Vienna swapping places with Madrid and moving up from three to two, and Berlin and Barcelona swapping places at four and five respectively. With regular jockeying for position between rival destinations, numerous short-term reasons why space isn't always available for association meetings and with more meetings still to be discovered by ICCA and its members, these don't represent any dramatic changes.

Rank	City	# Meetings	Country	# Meetings
1	Paris	214	U.S.A.	831
2	Vienna	202	Germany	659
3	Madrid	200	Spain	578
4	Berlin	193	United Kingdom	543
5	Barcelona	182	France	533
6	London	166	Italy	452
7	Singapore	142	Japan	337
8	Amsterdam	133	China-P.R.	332
9	Istanbul	130	Netherlands	307
10	Prague	118	Brazil	291

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## 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
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The top five countries all remain in that top echelon, with USA retaining top ranking, Germany and Spain ranking two and three, whilst UK and France swap places into fourth and fifth place respectively.

ICCA undertook a major review of historical data over the last twelve months, removing all meetings from the statistics which no longer met the strict three-country rotation criterion and clamping down on single meetings which might previously have appeared as multiple separate meetings. As a result the normal levels of growth appear to be slightly reduced, even though ICCA believes that the underlying rate of growth is almost certainly still robust.

ICCA's international association meetings tables are published every year. To be included, meetings must be held on a regular basis, have at least 50 delegates, and rotate between at least three countries. The full ICCA statistics reports are only available to ICCA members. Comprehensive rankings for all countries and cities will be released to non-ICCA members and the media on 15 June.

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

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## Intriguing • Indigenous • Independent

Adjacent to the Hong Kong Convention and Exhibition Centre, the 857-room Renaissance Harbour View Hotel Hong Kong enjoys panoramic views of the Victoria Harbour and only takes a 10-minute walk to the Wanchai MTR subway station.

With the completion of renovation in extensive areas, the hotel offers stylish guestrooms and a private club lounge, authentic and yet sophisticated restaurants and bar.

The hotel features diverse and practical conference and banqueting facilities that can cater up to 600 guests in banquet setting, and an excellent range of recreational facilities including the well-equipped Fitness Centre and seasonal heated outdoor swimming pool.

1 Harbour Road, Wanchai, Hong Kong  
t: (852)2802 8888 f: (852)2802 8833

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



## THAILAND CONNECT THE WORLD – GERMAN BUSINESS EVENTS ROAD SHOW 2015

The German Business Events Road Show officially launched on May 18, 2015 at the Adlon Kempinski Hotel in Berlin, in the presence H.E. Nongnuth Phetcharatana, Ambassador Extraordinary and Plenipotentiary, the Royal Thai Embassy, Berlin, Germany and Mr. Nopparat Maythaveekulchai, President of Thailand Convention and Exhibition Bureau (TCEB).

The Thailand Connect the World Programme aims to connect the elements - destinations, business and people. It links global business with local experts to create a lasting growth of success for meeting organizers and delegates. Through the excellent international connectivity and the countless attractive opportunities and extremely well trained local experts in all aspects of the MICE business, opportunities for planners are well beyond the normal range.

With a strong focus on very attractive and highly memorable CSR programs – Beach Programs in Phuket, Krabi and Phan Nga; Mountain Programs in Chiang Mai and Chiang Rai and City Programs in Bangkok, Ayu thaya and Samut Sakhon - the delegate experience exceeds expectations.

TCEB has implemented an attractive non-financial subsidy programme for Corporate Meetings and Incentives. Groups will receive depending on their size:

30 - 100 pax	Souvenirs, fast track immigration service for VIPs
101 - 300 pax	Souvenirs, fast track immigration service for VIPs and cultural performance
301+ pax	Souvenirs, fast track immigration for VIPs, cultural performance, and financial subsidy

### MEETING BONUS

For the long haul markets, the MEETINGS BONUS offers financial subsidy for corporate meeting and incentive programs of a minimum stay of 3 nights. **If you are planning such programs with travel dates before September 30, 2015, this is your call to action:**

Application period ends June 30, 2015  
Travel Period until September 30, 2015.

In:Show MITM Euromed, Calpe, Spain  
ITE & MICE, Hong Kong  
ICOMEX, Mexico City, Mexico

Interested?

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

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

## Increasing business optimism at biggest ever IMEX

A mood of optimism is evident throughout the worldwide meetings industry after three days doing brisk business, networking and learning at IMEX in Frankfurt.

*"Feedback from exhibitors and visitors has been encouraging and positive,"* said IMEX Group Chairman Ray Bloom. *"Plenty of business has been done and there are further promising opportunities."*

Ray Bloom continued, *"Nearly 9,000 hosted buyers and visitors who came to participate and do business at this year's show took part in over 62,000 individual appointments, stand presentations and group appointments. More than 50 per cent of appointments included an appointment profile or an RFP, increasing the effectiveness of these meetings. In particular hosted buyers have stayed at the show longer, with Thursday expected to be a particularly strong last day. An important factor in this is that, amongst the 3,900 plus hosted buyers attending, have been many new buyers from countries such as China, India, Brazil, Argentina, Egypt and Israel at IMEX for the first time, making the highest ever number of long haul buyers to attend the show."*

Also, on the show floor, there were 55 new stands and 20% of returning exhibitors increased their space this year. In addition 70 major stands have invested substantially in completely new stand designs including exhibitors such as Portugal, Dubai and Australia.

Ray Bloom said. *"This had a great impact in the hall and is clear testimony to their strong commitment and investment in the industry and in IMEX."*

Steen Jakobsen, Director, Dubai Business Events, said: *"This year we invested in a new, larger stand design as the show is our best and most important platform for showcasing the Dubai brand and our partners."*

The latest developments to the IMEX education programme have also been well received by visitors particularly several of the creative and innovative sessions. Highlighting Be Well at IMEX, a new health and wellbeing initiative across the show this year, Ray Bloom reported that, a notable feature of it, the first ever IMEXrun, sponsored by Rio and organised by sports by tlc, was oversubscribed with 250 people from 50 countries taking on the 5km street circuit.

### Bill McDermott

At the Opening Ceremony, Bill McDermott, CEO of SAP, the world's largest business software company and a passionate advocate of the power and value of meetings delivered a powerful, engaging and memorable keynote speech. One of his striking comments was *"Why do I think the meetings industry really matters? Not just because you get the message out, you inspire customers and drive business. You also matter because you create a network effect that is not just measured in numbers, but because of the people that you touch. You are truly changing the world."*

Ray Bloom said: *"It was a great compliment to the*

### Approximate MEETING BONUS subsidies are for:

- Groups of 100+ pax receive EUR 2,500\* subsidy
- Groups of 300+ pax receive EUR 7,500\* subsidy
- Groups of 1,000 pax receive EUR 25,000\* subsidy

### CONVENE AND CONNECT IN THAILAND

The Convene and Connect in Thailand programme also offers financial support for event organizers. The CONNECT People programme encourages connection and networking with the support from TCEB to enhance your social events.

#### Connect People

Groups of 100-300 pax receive Cultural Support with a corresponding value of approximately EUR 1,250-2,500.

Groups of 300+ pax receive financial support of approximately EUR 12.50;\* per delegate

#### Connect Business

The Connect Business component is designed to attract more delegates from the ASEAN +6 countries.

For events with 300+ delegates, the TCEB subsidizes for up to 3 supporting activities per event with a maximum amount of EUR 5,000.

#### Connect Destination

This is designed for all conventions held in Bangkok and supported by TCEB. Delegates will receive a TCEB welcome package including a BTS pass and WiFi connection (1 hour per day) to add convenience to the delegates stay in Thailand.

The July edition of MICE:destination will include an in-depth coverage of the Connect the World Programme and it's components, but we are pleased to outline the programme to you here.

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

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The Leading Trade Show for the Asian Travel Market

**ITB Asia   Exhibiting   Buying   Conference**

ITB Asia 2015 will take place at the Sands Expo and Convention Center, Marina Bay Sands, from **21 - 23 October**. ITB Asia has seen continuous growth over the past 7 years and even experienced a record-breaking of **852 buyers and 4080 minutes** of travel conference last year. Seize the opportunity to meet over **9,650 delegates** within the span of 3 days. ITB Asia 2015 has also been certified by the U.S Department of Commerce (DOC) and is set to welcome its largest ever U.S. contingent at this year's show. With many new and exciting partners lined up including CAPA, COTRI, DestinationElite and K.I.T Group, ITB Asia 2015 is set to be bigger and better. Join us and be part of Asia's largest travel and tourism event now!

**Interested for more updates?**

Visit [www.itb-asia.com](http://www.itb-asia.com) | Like us on [facebook.com/itbasia](https://facebook.com/itbasia) | Follow us @ITBAsia |

### AUSTRALIA: MEET DARWIN 2015 - A UNIQUE DARWIN SHOWCASE FOR EVENT PLANNERS

Under wide blue skies and warm tropical weather conditions, Darwin was showcased as a leading Australian business events destination to influential event planners as part of the recent 'MEET DARWIN' familiarisation program.

Over four action-packed days, the Darwin Convention Centre together with the Northern Territory Convention Bureau hosted key delegates representing mining, medical science, retail, travel, finance and health sectors to an array of uniquely Darwin experiences and world class hospitality at the Darwin Convention Centre.

Program highlights included:

- A welcome function at the Elan Skyline Penthouse to soak in the stunning views of Darwin
- Visits to top Darwin attractions including Crocosaurus Cove, the famous Mindil Beach Sunset Markets, Darwin Military Museum and Art Gallery and Museum of the Northern Territory
- An informative business session featuring NT Business Events Ambassadors, Mr Luke Bowen, General Manager of Northern Australia Development Officer and Ms Vicki O'Halloran AM, CEO of Somerville Community Health as well as Bronte Martin, Director of Nursing, Trauma and Disaster, National Critical Care Trauma Response, speaking about doing business in the Territory
- A meet and greet luncheon with the local tourism, retail and hospitality industry in Darwin that are able to support conference organisers

*industry that Bill joined us this week at IMEX. We at IMEX, and our industry worldwide, greatly appreciate his continuing public acclamation of the valuable contribution that meetings and events make to business and economic growth. We could not have a better advocate for the industry."*

Exclusively Corporate@IMEX, Association Day & Evening and the Politicians Forum continue to strengthen their growing reputations. 80 corporate buyers with a combined annual meetings and events spend of over \$270 million, together with 300 association executives and a group of 40 politicians and government officials were evident on the show floor having taken part in these influential events.

Social media activity was also at an all-time high with an increase of over 40% in Twitter messages exchanged and a 17% increase in the number of contributors, while there was also a 150% year on year increase in Facebook posts.

#### Looking ahead

Looking forward to 2016, Bloom announced that PCMA will be launching their Business School at IMEX in Frankfurt. This signature PCMA educational programme offers high-level education from business school professors and will take place on the day prior to the show – adding important additional value to the show for senior professionals.

Also in 2016, IMEX will partner with ISES (International Special Events Society) who will hold their first Global Summit on the weekend following the show. A group of senior corporate executives from the US and around the world will attend the IMEX exhibition as hosted buyers, followed by the Global Summit which will take place in Scotland.

At the closing press conference Ray Bloom also announced that, for 2016 only, IMEX in Frankfurt would move to April, taking place on 19 to 21 April.

Summing up, Ray Bloom said: *"This has been another inspiring and productive week for thousands of buyers and exhibitors who have come to do business, network and learn here at IMEX. There are already exciting new features in place for 2016 and we look forward to welcoming everyone back to IMEX in Frankfurt next April."*

[See more details!](#)

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### Jordan: Program To Promote Jordan As Destination For International Conferences

The Jordan Tourism Board (JTB) hosted the inaugural meeting of the USAID-supported Jordan International Conferences Ambassador Program today. Through a series of trainings, the program assists Jordanians -- who are active and recognized internationally in the fields of medicine, academia, business and other sectors - to promote Jordan as a viable destination for meetings and conferences.

*"Through this program, we seek to identify potential ambassadors -- high profile representatives of various fields -- to raise awareness about Jordan,"* said JTB Managing Director Abdelrazzaq Arabiyat. *"The Jordan Tourism Board will provide the ambassadors with the training, tools and support to bid for international conferences to be hosted in Jordan."*

The meetings, incentives, conferences and exhibitions (MICE) industry stimulates an estimated \$1.2 trillion and 400,000 conferences and exhibitions worldwide each year, providing significant economic benefits to host countries and cities. In Jordan, revenue from MICE is only 1.7% of the country's total tourism revenue, with great potential for growth.

*"In 2014, we identified a lack of awareness about Jordan as a potential destination among MICE planners, which is holding back the tourism sector,"* said Ibrahim Osta, Chief of Party to USAID's Economic

- Site inspections of popular hotel accommodation
- A unique VIP in-store experience at the Paspaley and di CROCO Boutiques
- An exclusive Indigenous themed VIP signature dining experience at the Darwin Convention Centre, showcasing Northern Territory produce and contemporary dance by the Gary Lang NT Dance Company
- An evening under the stars at the Darwin Symphony Orchestra Opera Gala on the lawns of the Darwin Waterfront
- A Darwin harbour cruise on-board the 'Charles Darwin' including a clap-stick workshop with the Larrakia people.

"Our delegates represented national and Australasian associations and organisations that hold annual conferences and are considering Darwin as a destination in the coming years. Through showcasing Darwin and the capabilities of the world class Darwin Convention Centre, we hope to encourage these event planners to stage their next major conference in Darwin," said Janet Hamilton, General Manager of the Darwin Convention Centre.

[www.darwinconvention.com.au](http://www.darwinconvention.com.au)



## AUSTRIA: VIENNA SAYS THANK YOU TO ITS CONGRESS ORGANIZERS

Once a year the City of Vienna honors the conference organizers who have brought international congresses to Vienna during the course of the previous year. This year marked the 26th time that this permanent feature of the Vienna congress calendar has been staged at City Hall.

Renate Brauner, President of the Vienna Tourist Board and Vice-Mayor of Vienna, Norbert Kettner, Director of Tourism, and Christian Mutschlechner, Director of the Vienna Convention Bureau and his team, expressed their gratitude to convention organizers for their contribution to the success of the Vienna congress industry in 2014. More than 340 of them accepted the invitation to attend this event at Vienna's City Hall. Last year the industry accounted for 11 percent of the total volume of overnights generated by the tourism sector in Vienna, creating value-added of around 900 million euros and securing 17,000 year-round jobs in Austria.

Professor Germain Weber, member of the executive board and vice-president of the International Association on the Scientific Study on Intellectual and Developmental Disabilities (IASSIDD) for Europe, accepted his honorary certificate from Vice-Mayor Renate Brauner on behalf of all the organizers present. It was thanks to Weber's efforts that the 4th IASSIDD congress attracted the international elite in the field of research into intellectual disabilities to Vienna in the year 2014. The congress that took place in the premises of the University of Vienna from July 14 to 17 was attended by some 900 delegates.

[www.vienna.convention.at](http://www.vienna.convention.at)



## ECUADOR: UNESCO AND QUITO WORK TO CONSERVE THE CONVENT OF SAN FRANCISCO

Quito has stated work with UNESCO to preserve and position the Convent of San Francisco as a religious, cultural and emblematic attraction of the city for locals and visitors alike.

The program will initially focus on the preservation of the convent's architecture as well as sustainable tourism practices. In addition, a new audio guide with 21 stories of the convent has been created in both English and Spanish. In 2015, additional work will be done in the conservation and adaptation of new spaces of the convent, as well as exposure of the Franciscan craft brewery.

### Borja Yerovi Square, A New Art Space

In order to encourage art in the public spaces of Quito, the city is planning to renew and give life to various places in the capital of Ecuador. The first one is the Plaza Borja Yerovi, honoring Monsignor Pedro Pablo Borja Yerovi and his legacy of education in Quito.

This square is located in the neighborhood of La Mariscal in Modern Quito. Through a contest, local artists were selected to provide a unique and colorful touch to this space, with their own expressions. Skilled artists have shaped attractive designs on the walls of the houses surrounding the square, creating a bohemian atmosphere, where Quito and visitors are invited to enjoy art and culture within a renewed urban life. The square is surrounded by small cafes and restaurants and features complimentary WIFI. This project is part of a cooperation agreement between Quito Tourism and Paintings Condor.

### New Frequency of flights to Quito

United Airlines confirmed two new additional weekly routes, Houston-Quito-Houston, in the period between July 3 and September 6. The two additional weekly flights will take place on Saturday and Sunday.

Quito experiences in a new Blog

Quito Tourism Board launched its Experience blog, which shares new experiences through short stories, photographs, videos, audio in English and Spanish. It is a tourist blog with the idea of collecting and sharing stories from visitors and local in an interactive and social format.

For more information visit: [www.quito.com.ec/experience](http://www.quito.com.ec/experience)



Growth through Sustainable Tourism Project. "Our aim is to address this lack of awareness, attract more MICE events to Jordan, and return the sector to growth."

The Jordan Tourism Board is developing and implementing the Jordan International Conferences Ambassador Program in partnership with the USAID Economic Growth Through Sustainable Tourism Project.

[www.usaid.gov/Jordan](http://www.usaid.gov/Jordan) | [www.siyaha.org](http://www.siyaha.org)



## Korea: Korean Air Achieves IATA's Fast Travel Green Status

Korean Air has been recognized by the International Air Transport Association (IATA) for its constant effort in minimizing passengers' waiting time at Incheon International Airport. During a ceremony held at Korean Air's Seoul headquarters, Korean Air was awarded the Green Certificate in IATA's Fast Travel Program. Korean Air is the first Korean carrier to be awarded the certificate.

IATA'S Fast Travel Program aims to provide passenger convenience by reducing waiting time at airports and aid in cost reduction and on time operations of airlines. The Fast Travel Program covers six areas of a passenger's airport journey: self-check-in and/or automatic check-in; bags ready-to-go; document check; flight re-booking; self-boarding; and bag recovery. IATA assigns airlines who meet some or all of the requirements in Green, Gold, Platinum rankings.

Korean Air has attained the Green ranking in the Fast Travel Program, the first in South Korea, by meeting three of the requirements -- self-check-in and/or automatic check-in; flight re-booking and bags ready-to-go -- at Incheon International Airport.

Recognizable progress in passenger convenience is made by Korean Air constantly, which includes the introduction of 'electronic ticket' in 2003, kiosk check-in facilities and web check-in services. Korean Air has been at the forefront of advanced passenger experience in Korea through the use of the newest technologies.

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



## Puerto Rico: Meet Puerto Rico Forecasts Economic Impact of Meetings and Conventions

Puerto Rico's group business for this summer starts off strong with 47 events, including conferences, annual meetings and sports activities for this summer season. This represents a total direct spending of \$22.6 million into the local economy and an increase of 53 percent compared to the same period last year when the economic impact was \$14.8 million, Milton Segarra, president & CEO of Meet Puerto Rico (MPR-Puerto Rico Convention Bureau). MPR is a private organization responsible for attracting meetings, conventions, trade shows and incentive groups to Puerto Rico.

"The groups and conventions segment in Puerto Rico is a major driver in the tourism industry. One in four rooms occupied in hotels that can accommodate large-scale meetings belongs to the groups and conventions segment," said Segarra.

Groups range from multinational companies, to medical, educational conferences and sporting events, among others. An estimated 40,489 hotel-room nights in total will be generated throughout Puerto Rico in the next three months.

Segarra said that in May, 20 groups will be arriving to the island for a total of 18,562 room nights with an impact of \$10.4 million in direct spending for the benefit of the tourism industry. As an example, he

## ESTONIA: ESTONIAN CONVENTION BUREAU KICKS OFF 'TEAM ESTONIA' PROJECT

The unusually cooperative relationship between Estonian meetings industry players is being highlighted in a new project whereby suppliers are wearing blue badges bearing the text "Proud to be Team Estonia" at sales events and other functions.

The aim of the project is to strengthen the message that, rather than engaging in fierce competition with one another, Estonian suppliers work in tandem to guarantee clients the best possible outcomes for their events. 'Blue badgers' will be visible at trade shows, sales missions and industry events, and will be on hand at hotels and venues to greet fam trip and site inspection guests.

The badges were first introduced at the Meet Estonia fam trip in April, where they were worn by every supplier involved. The concept received a positive response by attendees, who noted that the badges made it easier to recognise suppliers at site visits and networking events, while also showing that the destination indeed works as one unit.

A major component of the message is the huge advantage in being such a small destination. As the country's population is just 1.3 million, chances are that suppliers have already developed strong working relationships, and meeting special requests is usually easy, since the people that can make them happen are easy to find. Arranging a high-profile VIP to open a conference is also rarely a problem. The country's president, Toomas Hendrik Ilves, has already opened several international association conferences this year.

The IMEX Trade Fair, held in Frankfurt May 19th-21st, marked the first time the badges were worn internationally. Meetings industry professionals at IMEX were invited to meet Team Estonia to see the badges first hand and discuss the Team Estonia concept.

[www.ecb.ee](http://www.ecb.ee)

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## GERMANY: COLOGNE IMPROVES ITS STANDING IN INTERNATIONAL CONFERENCE MARKET RANKING

Cologne occupies a good position in the current worldwide ranking drawn up by the International Congress & Convention Association (ICCA). After occupying position 117 last year, it has moved up this year to position 97. In the country ranking, Germany once again occupies position 2. In order to create its official rankings, the ICCA takes into account all of the regularly held congresses of international associations that are attended by at least 50 participants and are held alternately in at least three countries.

Cologne, the metropolis on the Rhine, offers ideal conditions for congress organizers and participants --- for example, optimal accessibility, 165 event venues, a congress centre with its own ICE train connection, first-class hotels and excellent connections between the science and business sector.

"We are proud of the fact that Cologne counts as one of Germany's most popular destinations for conferences and meetings. Cologne's international and cosmopolitan flair has provided just the right kind of climate and conditions to turn the city into a strong centre for business and science. Likewise, Cologne's mentality and creativity define the city permanently and provide the ingredients required to offer our guests an exciting range of post-conference entertainments."

### Outlook: CCB Attracts International Congresses To Cologne

One of the central tasks of the Cologne Convention Bureau is to attract conferences and congresses to Cologne. Among the events that CCB will bring to Cologne in the near future are two congresses that are relevant to the ICCA ranking: the XXXI International Congress of the International Academy of Pathology and the jointly held 28th Congress of the European Society of Pathology, as well as the 11th ORPHEUS Conference. Both of these events will be held in Cologne in 2016.

[www.conventioncologne.com](http://www.conventioncologne.com) | [www.cologne-tourism.com](http://www.cologne-tourism.com)

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mentioned the Best Buy Company 2015 Achievers event, attended by 2,300 people from the United States and Puerto Rico.

During the month of June, the Island will host 13 groups for an estimated total of 11,591 room nights and a direct expenditure of \$6.5 million. An important international event will be the Latin American Society of Pediatric Infectious Disease (SLIPE) with an attendance of thousands of professionals from Latin America.

Fourteen groups are scheduled for July with a total of 10,336 hotel nights and a contribution of \$5.7 million.

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

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## Qatar: MCI Partners With Elan Events To Grow Meetings Industry In Qatar

MCI, a key driver of innovation in the global meetings, events, association and congress industries, today announced an exciting partnership with Elan Events, the largest media, events and entertainment company in Qatar.

The new partnership will focus on growing Qatar's meetings, incentives, congress and exhibition (MICE) market, with MCI leveraging global best-practices and growth strategies while Elan provides local knowledge, connections and operational excellence.

The India, Middle East and Africa (IMEA) region is one of the world's fastest growing economies and key to MCI's long-term growth strategy. MCI first entered the region in 2006 with the opening of MCI Dubai and has since launched offices in Abu Dhabi (UAE), Jeddah and Riyadh (Saudi Arabia), Ankara and Istanbul (Turkey), Cape Town and Johannesburg (South Africa), and Bengaluru, Delhi, Hyderabad and Mumbai (India). Today, MCI employs over 100 talents in IMEA and organised over 400 events in the region in 2014 alone.

Over the past ten years, MCI has delivered a number of world-class events and congresses in Qatar's capital, Doha, working with luxury brands, the oil and gas industry, and prominent members of Qatar's business and trading families. This new partnership provides a trusted local presence, expanding MCI service offerings to clients interested in engaging audiences and hosting congresses and events in this fast-growing market.

[www.mci-group.com](http://www.mci-group.com) | [www.elan.qa](http://www.elan.qa)

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