



AUGUST 2015

## PUBLISHERS NOTE

Dear Reader!

In the northern hemisphere, the summer is in full swing and we hope you will enjoy your time out of the office!

Korea Tourism Organization is holding its first MICE event in North America, September 17, in New York City. "Korea Tourism/MICE Festival 2015" includes an afternoon information seminar, with representatives from various regions in Korea, followed by a gala dinner and traditional Korean entertainment. North America MICE buyers in the vicinity are invited, see the link in the information and how to respond.

At IMEX Frankfurt, buyers and suppliers were asked "What sphere do you think the next big innovation in meetings will come from?" and more than 50 % responded with 'Technology'! We are equally pleased to introduce the DCI study examining the preference for North American business events on meetings in the Middle East.

Our view on destination takes us through the continents starting in Sydney, Australia where BESydney discussed future cooperation with the city partners. In Beijing, China, the International Association of Conference Centres (IACC) announced the membership of the now certified Châteaufort' City Chuanshan Academy.

Quito Tourism created dedicated department Quito Convention Bureau to work with the business tourism and MICE sector – finding suitable locations and hotels now got easier! The bureau's English internet address is [www.quitoconventions.com.ec](http://www.quitoconventions.com.ec).

Meet Puerto Rico received the Destination Marketing Accreditation Program (DMAP) seal by Destination Marketing Association International (DMAI) for the third time in recognition of its commitment to industry excellence.

Nantes, France, one of the famous cities located at the Loire River is now being promoted in a new 4-Minute video giving an excellent introduction of the city.

And in Germany, Cologne Convention Bureau has launched an innovative platform for its online services helping the buyers to find their ideal Cologne venue.

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

General Manager & Publisher

Mice Media Marketing

[martina@micemediamarketing.com](mailto:martina@micemediamarketing.com)

## MARKET RESEARCH: TECHNOLOGY SET TO DRIVE INNOVATION IN THE MEETINGS INDUSTRY

IMEX survey shows that technology leads the way

Technology is the sector set to deliver the next major innovation in the meetings industry. This is according to research of more than 800 buyers and suppliers at this year's IMEX in Frankfurt. Of the 840 people who answered the question "What sphere do you think the next big innovation in meetings will come from?" over 50% of hosted buyers and exhibitors and over 40% of visitors identified technology ahead of education, health and wellbeing and meetings design.

Companies offering technology innovations are invited to take part in the IMEXpitch, the new name for the IMEX Tech Startup Competition, which returns to IMEX America for the second year. IMEXpitch enables companies to showcase exciting new technology products that address challenges faced by meeting and events professionals. The competition is currently inviting submissions from companies who have been operating for less than two years and the shortlist will be announced at the start of September. The shortlisted 'Startuppers' then have the opportunity to pitch to an expert panel at IMEX America which takes place 13 – 15 October in Las Vegas, with the winner receiving a free stand space at the Tech Pavilion at IMEX America 2016.

*Carina Bauer, CEO IMEX Group, explains: "With technology evolving at a rapid rate, it's no*

## IN THIS EDITION

### LEFT COLUMN

**MARKET RESEARCH: TECHNOLOGY SET TO DRIVE INNOVATION IN THE MEETINGS INDUSTRY**

**MARKET RESEARCH: MEETINGS IN THE MIDDLE EAST - NEW DCI STUDY EXAMINES PREFERENCES FOR NORTH AMERICAN BUSINESS EVENTS**

**AUSTRALIA: BUSINESS EVENTS SYDNEY (BESYDNEY) BRINGS CITY PARTNERS TO THE TABLE TO DISCUSS SYDNEY'S FUTURE**

**CHINA: IACC ANNOUNCES THE COUNTRIES FIRST CERTIFIED CONFERENCE VENUE**

**ECUADOR: BUSINESS TOURISM TAKES OFF IN QUITO**

### RIGHT COLUMN

**HAVE A KOREAN BLAST IN NEW YORK KOREA TOURISM/MICE FESTIVAL 2015**

**FRANCE: LA CITÉ NANTES EVENTS CENTER RELEASES NEW PROMOTIONAL FILM**

**GERMANY: COLOGNE CONVENTION BUREAU'S NEW ONLINE MEETING PLANNER - FIND VENUES WITH A CLICK**

**PUERTO RICO: INDUSTRY ACCREDITATION IN DESTINATION MANAGEMENT AND MARKETING ACHIEVED BY MEET PUERTO RICO**

## INVITATION TO NORTH AMERICAN BUYERS

### Have A Korean Blast in New York Korea Tourism/MICE Festival 2015

UIA statistics report 2014 shows South Korea is 4th most popular destination, globally, for international conventions. Seoul is in both the UIA and ICCA top 10 rankings for international meetings. Korea has state-of-the art facilities, a central location in the Far East, a unique culture and history dating back 5000 years, so has all the right ingredients to cater for every type of event.

Korea Tourism Organization is sponsoring its' first ever MICE event in North America, September 17, 2015, in the Grand Ballroom, Gotham Hall in New York City. The afternoon/evening program begins with MICE business meeting, and traditional Korean cultural activities, a networking reception, ending with a Gala Dinner with Traditional Korean Entertainment, sponsored by Korea Tourism Organization, Ministry of Culture, Sports and Tourism of the Republic of Korea.

[Click here to view the invitation and response survey to confirm your interest in attending.](#) Arrangements are being handled by Global Site Inspections/Barbara Shapiro. [KTOMICE@globalsiteinspections.com](mailto:KTOMICE@globalsiteinspections.com).

[See more details!](#)

surprise that our event attendees are in overwhelming agreement that this sector will deliver the most innovation. We're already seeing this with many start-ups making waves in the market, and we launched IMEXpitch at IMEX America last year to support budding tech companies who develop innovative solutions and services for the meetings industry."

"Following its premiere at IMEX America, the competition took place for the first time at IMEX in Frankfurt this year with Init Live, a cloud-based service and mobile app for managing staff and volunteers at events, crowned the winner. We've noticed that many companies shortlisted for the competition focus on apps as their main product offering, demonstrating that this is fertile ground for fast innovation and added value. "

This is demonstrated by the growing usage of the IMEX App which launches for IMEX America 2015 in September and helps both buyers and exhibitors stay organised and up to date with everything happening at the show. Buyers can access their diary to make and check appointments, as well as view travel and accommodation information; and exhibitors can view and manage stand staff schedules on the show floor.

IMEX America will take place 13 – 15 October at the Sands Expo and Convention Center at The Venetian® | The Palazzo® Las Vegas.

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



**Visit the Philippines, where fun works.**

Studies show that spending time under the morning sun improves your health. Taking a break outdoors leads to better focus indoors. And smiling produces endorphins, which help you have more fun – even at work.

Here in the Philippines, we understand that your surroundings can affect the way that you do business. We know that world-class convention centers and world-famous beaches will give you the best of both worlds.

So for your next convention or business event, come visit our wonderful islands.

For more information on how we can make fun work for you, visit [www.funworks.ph](http://www.funworks.ph).

You can also e-mail us at [MICE@morefunph.com](mailto:MICE@morefunph.com) or call (632) 5251153. Our office is at the 4th floor of Legaspi Towers 300, Roxas Boulevard, Manila, Philippines.

## MARKET RESEARCH: MEETINGS IN THE MIDDLE EAST - NEW DCI STUDY EXAMINES PREFERENCES FOR NORTH AMERICAN BUSINESS EVENTS

Preferences For North American Business Events More than seventy percent of North America association executives would consider the Middle East as a prospective conference location, according to a new study released today by Development Counsellors International (DCI).

With the region's meeting, incentive, conference and exhibitions (MICE) industry valued at more than \$1.3 billion, "Will Demand Meet Supply? Inside the Business Events Dilemma in the Middle East" examines the unique position of the Middle East's global business hubs towards attracting future business events from the North American market.

"At the intersection of three continents, the Middle East is in a highly strategic geographic location for associations looking to increase membership and attract more delegates to their conferences and events," said Daniella Middleton, director of the Business Events division at DCI.

### KEY FINDINGS FROM THE REPORT INCLUDE:

**Potential Growth in Regional Membership:** Since participation from North American based associations is low in the Middle East when compared to other global regions, 62 percent of respondents believe the region offers an opportunity to create and grow Middle East regional membership for their organizations.

**Continuing Education and Regional Events:** Association executives also indicated that they see value in the region for continuing education opportunities and seminars, since the business community remains underserved in this area. The same can be said for regional chapter meetings and events, which are critical for building a deeper membership pool for global conventions.

**Past Experience in the Middle East:** Of the association executives surveyed, 33 percent had hosted a conference in the Middle East. Of those who had hosted their meetings in the region,

### DESTINATION UPDATES

#### France: La Cité Nantes Events Center Releases New Promotional Film

La Cité has produced a new promotion film to present the Nantes destination and its congress centre to event organisers at regional, national and international level.

The screenplay features three different characters who guide us through Nantes and La Cité to portray the history and values of the city. This approach perfectly reflects the image of the destination: different, creative and astonishing.

The film which boosts the image and reputation of both La Cité and Nantes in the field of corporate meetings is a valuable prospecting tool which adds to the recently revamped communication materials and the new visual identity.

The film is directed by Dagoba Films, a Nantes-based video production company and the soundtrack produced by François Teillard -- Crescendo Productions.

Enjoy! View the film here:

<https://youtu.be/4etOaTPehjl>

[www.lacite-nantes.com](http://www.lacite-nantes.com)

#### GERMANY: Cologne Convention Bureau's New Online Meeting Planner - Find Venues With A Click

In order to adapt optimally to digitization, the Cologne Convention Bureau (CCB) is offering its online service for event planners in a new innovative format.

At [www.locations.koeln](http://www.locations.koeln), you can find at a glance all the information you need about conference hotels, event centres, event locations and providers of event services such as transport companies and caterers. In addition, there is a list of various event agencies that can put together a special overall programme or supporting programme for their customers. Extraordinary ideas for activities -- everything from treasure hunts to office golf -- are available to round out every business event.

The newly designed interactive website optimally adapts itself to end-user devices such as smartphones, personal computers and tablets. As a result, practical touchscreen operation enables users to carry out planning while on the move. A clearly designed map feature ideally supports planning, even for customers who are unfamiliar with the city. The meeting planner's user-friendliness is guaranteed by its clear structure, simple operation and attractive high-quality images. The planner also features connectivity with social media channels. The portal can be accessed via the top-level domain "locations.koeln" and is linked with the subdomain "[www.location.koelntourismus.de](http://www.location.koelntourismus.de)" on the organization's website, [www.koelntourismus.de](http://www.koelntourismus.de).

To make the search for an appropriate venue easier for customers, the planner offers the possibility of using filter options to adapt the search process to the user's individual needs. Other helpful features include lists of contact persons and information about flat-rate offers for conferences. A contact form enables users to send their inquiries directly to service providers. It is also possible to attach external documents

more than 50 percent indicated that they had been held in the United Arab Emirates, either in Dubai (38.2%) or Abu Dhabi (16.4%).

**Primary Deterrents to Hosting:** Nearly three-quarters of respondents indicated that they would consider the Middle East as a location for future conferences. Of the 26.1 percent who would not consider the region in the future, security and safety concerns were noted as the primary deterrent (34.9%), along with lack of regional membership (25%) and the travel distance (16.3%). Interestingly, given the profile of many Middle East locations as luxurious, the price point was not the top concern.

"The UAE continues to lead the region with massive infrastructural developments in Dubai and Abu Dhabi, but convention center openings and expansions in Israel, Oman, and Qatar are representative of the growing sophistication of the region's offerings," said Middleton. "Attracting North American associations will be critical as the Middle East marketplace becomes increasingly more competitive."

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

[go to top](#) 

## AUSTRALIA: BUSINESS EVENTS SYDNEY (BESYDNEY) BRINGS CITY PARTNERS TO THE TABLE TO DISCUSS SYDNEY'S FUTURE

Business Events Sydney (BESydney) today hosted the Lord Mayor and key industry leaders for a roundtable discussion about Sydney's future and the importance of the private and public sector working together to achieve long-term success.

This is the latest in a series of boardroom conversations organised by BESydney to promote information sharing, robust discussion and collaboration across the city. Led by high-level government and business leaders, these discussions are a forum to debate and discuss the key challenges and opportunities for Sydney today and tomorrow.

Speaking at the roundtable, Lord Mayor Clover Moore laid out her long-term vision for a green, global and connected Sydney and the economic development strategies, reinforced by the state's goals and supported by business and industry, that will underpin the Sydney of 2030.

Lyn Lewis-Smith, CEO of Business Events Sydney, said that over the past two years BESydney and the City of Sydney have worked closely to win business events for the city and attract international visitors. She welcomed recent news that this partnership would continue, with the City of Sydney and BESydney entering a further five-year agreement through to 2021 to win further events for the city.

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

[go to top](#) 

## CHINA: IACC ANNOUNCES THE COUNTRIES FIRST CERTIFIED CONFERENCE VENUE

The International Association of Conference Centres (IACC) announces it has accepted into its membership the first IACC-certified conference venue in China.

Châteauform' City Chuanshan Academy, located in the centre of Beijing, is referred to as "a home of Mandarins; an authentic 'Siheyuan' Chinese traditional house." The 13th century building includes a traditional peaceful courtyard.

IACC's CEO, Mark Cooper comments "We are delighted to welcome our first member in China and to expand our membership in Asia. IACC's approach of certifying and representing the highest quality small-to-medium-size conference and meeting venues is unique and we hope to expand further in the region in the coming months". Cooper further notes "I am sure that the unique delegate packaging that Châteauform' is known for in Europe will be well received in Beijing by both international and domestic Meeting Planners wanting to run high quality distraction free events".

Philippe Roye, managing director of Châteauform' China, explains "We can offer to our clients the use of an auditorium, a boardroom, two large plenary meeting rooms, an informal meeting room and five breakout meeting rooms. All rooms are equipped with the latest technologies. As in all Châteauform' City venues, this is a haven of peace, dedicated to your business meetings, trainings, your study days, your business breakfasts, press conferences and product exhibitions. You will be welcomed by a host couple in a 'feel at home' atmosphere and our packages are absolutely all-inclusive so there are no hidden extras. We would be pleased to welcome you at home in the Chuanshan Academy".

[www.iaconline.org](http://www.iaconline.org) - [www.iaccmeetings.com](http://www.iaccmeetings.com)

[go to top](#) 

to the form. With the new meeting planner, quick and easy planning processes are guaranteed.

The over 100 entries in the meeting planner are based on a partnership with the CCB. The CCB, which is embedded in the Cologne Tourist Board, serves event planners as the first independent contact point for questions about Cologne as the ideal location for conventions, congresses and events.

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

[go to top](#) 

## PUERTO RICO: Industry Accreditation In Destination Management And Marketing Achieved by Meet Puerto Rico

Meet Puerto Rico was awarded for the third time with the Destination Marketing Accreditation Program (DMAP) seal by Destination Marketing Association International (DMAI), in recognition of the destination marketing organization's (DMO) commitment to industry excellence and meeting the industry standard for performance and accountability of DMOs around the world.

Since its inception in January 2007, the accreditation program requires a DMO to successfully comply --every three years--with a multitude of mandatory and voluntary standards that span a variety of performance areas to gain this momentous achievement. The standards cover nearly all aspects related to the management and marketing of a DMO's, including governance, finance, human resources, sales, communications, destination development and research.

"DMAP accreditation requires DMOs like Meet Puerto Rico to truly evaluate and define not only their policies and procedures, but also determine their guiding principles and solidify their importance to their communities in all they do," said Jack Wert, DMAP Board Chair.

Meet Puerto Rico join the ranks of over 200 DMOs who have obtained DMAP recognition that demonstrate compliance across 16 disciplines, composed of 53 mandatory standards and is globally recognized by the destination marketing industry as the highest achievement in destination excellence.

"We are very pleased to be recognized in the destination marketing community for providing outstanding services in accordance with international standards and benchmarks in this field. Earning the DMAP accreditation provides Puerto Rico and MPR team with an important 'seal of approval' assuring meeting planners of a professional, positive and productive experience in planning and hosting meetings in Puerto Rico," stated Milton Segarra, president & CEO, Meet Puerto Rico.

Peter Hopgood, chairman, Board of Directors, Meet Puerto Rico stated that, "Meet Puerto Rico is honored to once again receive Destination Marketing Accreditation from DMAP. This is a testament to the level and quality of services provided by the organization to the meetings industry and underscores our commitment to the members and community we serve."

"We are pleased to have Meet Puerto Rico join our distinguished group. I look forward to their participation and influence as a part of the growing DMAP community," added Valencia

## ECUADOR: BUSINESS TOURISM TAKES OFF IN QUITO

Quito Tourism is targeting business tourism with the creation of a sub department that will directly work on enhancing the city's position in this important market. This year, the Ecuadorian capital joined ICCA and has participated in two important specialized events: Latin America Fiexpo and IMEX 2015.

In 2013, Quito was one of the top 10 destinations in South America and 13 in Latin America in terms of the number of events it hosted.

In regards to its infrastructure, Quito's international airport, Mariscal Sucre International Airport (UIO), offers international connectivity from major hubs across North America. Meeting Planners will also find a variety of spaces that can meet the highest requirements including hotels, estates, convents, monasteries and meetinghouses.

Quito is one of the few cities in the world that can offer heritage sites for events, including the Eugenio Espejo Convention Center, the Compañía de Jesús church and the Teatro Nacional Sucre among other.

The meetings, incentives, conferences and exhibitions market are the main components of business tourism. This market has experienced significant international growth with an estimated 20% share of today's travelers, according to World Tourism Organization (UNWTO).

[www.quito.com.ec/en](http://www.quito.com.ec/en) - [www.quitoconventions.com.ec](http://www.quitoconventions.com.ec)

go to top 

MICE Media Marketing, Farébersviller, France  
martina@micemediamarketing.com  
Copyright © 2015 MICE Media Marketing. All rights reserved.

Bembry, Senior Vice President of Accreditation and Strategic Initiatives at DMAI.

Meet Puerto Rico is a non-profit organization established in 1962 to drive meetings, conventions, trade shows and incentive groups to Puerto Rico. With offices in San Juan, Meet Puerto Rico strengthens Puerto Rico's competitive position in the Americas and abroad by increasing awareness of the Island's outstanding meeting facilities and services, and produces approximately \$100 million to the local economy. Meet Puerto Rico can be reached at [info@meetpuertorico.com](mailto:info@meetpuertorico.com) or at its website [www.meetpuertorico.com](http://www.meetpuertorico.com). Meet Puerto Rico is accredited by the Destination Marketing Association International (DMAI) as an elite destination marketing organization. DMAI is the world's largest association of CVBs, representing more than 600 destination management organizations in more than 20 countries. [www.meetpuertorico.com](http://www.meetpuertorico.com) - [www.Destinationmarketing.org](http://www.Destinationmarketing.org)

[www.meetpuertorico.com](http://www.meetpuertorico.com) -  
[www.Destinationmarketing.org](http://www.Destinationmarketing.org)

go to top 