



SEPTEMBER 2015

## PUBLISHERS NOTE

Dear Reader!

The summer vacation period is ending in the northern hemisphere while the winter is in full swing in the southern hemisphere, but we are all looking ahead, and perhaps we're even starting our planning for 2016. The right time to think about new destinations and future programs?

It is a great pleasure to suggest East and Central Africa as stunning destinations to you. As you may know, this beautiful part of the African continent has never been touched by the terrible Ebola outbreak and offers incredibly beautiful and extraordinary opportunities to operate programs that create long-lasting memories. And I'm even more pleased to be able to invite you to the MICE East Africa Forum & Expo 2016 and to apply for its hosted buyer programme. Of course, trade visitors are also welcome to this event. I'd be most pleased to meet you in Addis Ababa!

[Click here to register for the MICE East Africa Forum and Expo 2016.](#)

And – if you haven't registered your interest for the other possible destinations of hosted buyer programmes yet, please [click here](#) to do so for

- Istanbul, Turkey (for North American buyers)
- Sri Lanka
- Mexico
- Japan

For Istanbul, if you're outside of North America and interested in the destination, please let us know and we will try to organize this for you.

Looking in the shorter term planning – have you already register for ITB Asia – taking place from October 21 to 23 at the Marina Bay Sands in Singapore?

Another event date to note for those specifically looking into British and Irish locations – on January 26, 2016 the Britain & Ireland Marketplace will return to London's Wembley Stadium.

Our destination updates take us to Canada – to west coasts' Vancouver with its "Be A Host" program support. And if you're running a program at Vancouver Convention Centre you'll be enjoying first-hand the F&B awarded with the "Best in Show" award for "Best Food and Beverage"! Bon appetite!

While we're in Canada, the Direct Energy Centre has been renamed the Enercare Centre – and is still Canada's largest exhibition and convention facility.

Costa Rica – a fascinating country with incredible biodiversity and excellent facilities. The stunning, small country stretches at the shortest distance just 120 km / 75 miles from the Atlantic Ocean to the Pacific Ocean. It offers however one of the most advanced infrastructures in the region – including 127 meeting rooms throughout the country.

Thinking about the Mediterranean Côte d'Azur for an event? The Grimaldi Forum Monaco announced the opening of a brand-new venue INDIGO in fall when the renovation of the previous Café Llorca is completed.

The Norwegian capital Oslo – one of the very popular congress destinations - keeps attracting organizers – see some insights – and take note of the surprisingly low rates available for planners.

Success stories are reported by Dusseldorf, Germany and Hong Kong. German Dusseldorf continues attracting buyers and the destination experiences very solid growth in its MICE segment and the Hong Kong Exhibition & Convention Industry Association has just published a 5.8 % growth of visitors which is underlined by the published results of the Hong Kong Convention and Exhibition Centre with record-breaking results.

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

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## MICE:destination

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

### IN THE JULY/AUGUST EDITION, YOU WILL FIND:

- In:Focus Saint Lucia - An Island Update
- In:Focus Hong Kong - Huge Venues, Fascinating City and Gateway to China
- In:Venue Congress Center Leipzig Starts Operating The Kongresshalle am Zoo Leipzig
- In:Search Africa Uncovered: American Express Meetings & Events Examines Perceptions of the Region Among Meeting Professionals
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## MICE EAST AFRICA 2016 – HOSTED BUYER INVITATION

### THE SHOW FOR THE EASTERN AND CENTRAL AFRICAN MICE INDUSTRY

The first edition of MICE East Africa is to launch in 2016 in Addis Ababa, Ethiopia on May 26, 2016. The three-day event which is supported by the Ethiopian government will offer 150 hosted buyers the opportunity to meet with more than 100 of the region's top suppliers.

Attending the MICE East Africa Forum & Expo will allow you to experience Addis Ababa's MICE infrastructure and the city's top level suppliers and meet with the major Ethiopian tourism offices; the East and Central African country tourism organizations, airlines, hotels and resorts with suitable MICE facilities, local venue providers and vendors, professional conference and event organizers, destination management companies etc.

Hosted buyers will enjoy round trip air tickets to/from Addis Ababa, Ethiopia, up to 4 night hotel accommodation during the show, free admission to the event's networking functions, the exhibition hall and the East Africa Innovation Center as well as the food & beverage services of the event and ground transportation. And of course, a minimum of 25 valuable business appointments during the 3-day event.

In cooperation with the event organizers, we have created a priority online application form for you on our web server. This information is shared exclusively with the organizer's qualification team.

You will find additional information on the show website which is about to launch in the next week: [www.miceeastafrika.com](http://www.miceeastafrika.com)

For your hosted buyer application, please click here: [survey.micemm.com/index.php/374368/lang-en](http://survey.micemm.com/index.php/374368/lang-en)

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

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## Visit Berlin at IMEX America

About Berlin Service Venue Finder Event Planning BCO

Look out for a piece of the Berlin Wall, because that's where you can find us! Get a first impression of what the German capital has to offer for meetings and conventions at IMEX America from 13–15 October in Las Vegas. At the Berlin Lounge (stand 2823) we will show you classics as well as newcomers to the Berlin location and hotel landscape.

Find out for yourself what makes our city one of the world's leading MICE destinations. We look forward to seeing you in Las Vegas!

More information about Berlin on [convention.visitBerlin.com](http://convention.visitBerlin.com)

For daily news follow us on Twitter: [@BerlinMeetings](https://twitter.com/BerlinMeetings)



## CANADA, VANCOUVER: BE A HOST PROGRAM AND PCMA'S "BEST IN SHOW" AWARD FOR F&B STRENGTHENS THE CITIES POSITION IN THE MICE INDUSTRY

2014, Vancouver's meetings and conventions industry generated over \$302 million in economic impact for the city. Associations from all over the world convene in Vancouver attracting thousands of delegates who spend money at the city's hotels, restaurants, shopping venues and attractions.

However, congress locations for associations are chosen within a formal bidding procedure, and most frequently a local member promotes 'his' city. For the past 19 years, Tourism Vancouver and the Vancouver Convention Centre's "Be A Host" program works to identify, support and encourage these local industry leaders. The program has helped to bring some of the largest events Vancouver has ever hosted into the city.

Tourism Vancouver and the Vancouver Convention Centre are constantly aiming to expand the program by identifying new Local Hosts with the potential to bring a meeting or convention to the city.

Vancouver Convention Centre also continues to the city's attraction to MICE organizers. The

Exhibition Bureau Strengthens Bilateral MICE Industry Ties with German and EU Business Event Stakeholders Through Innovative Outreach Strategy

Interested?

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

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

THE SEPTEMBER EDITION WILL PUBLISH SOON!



21-23 OCTOBER 2015, SINGAPORE

### ITB Asia strengthens partnership with K.I.T Group to enhance 2015 Association conference programme

ITB Asia, the 'Trade Show for the Asian Travel Market', has announced it will continue its partnership with leading conference and association management company, K.I.T Group, expanding this year's Association conference programme.

A series of sessions entitled 'EAST Meetings WEST' will focus on how European and International associations can optimize their activities and relationships within the Asia Pacific region, and include dedicated discussions focusing on key markets such as China and India. The K.I.T. conference will take place on 22 October 2015, the second day of the show, at the Sands Expo and Convention Centre, Marina Bay Sands in Singapore.

The first session titled 'The Multipolar Knowledge Society' will focus on the internationalisation and regionalisation of the Association world with contributions from Alessandro Cortese, CEO of the European Society Radiotherapy and Oncology (ESTRO), and Mohamed Mezghani, Deputy Secretary of the Union International de Transport Public (UITP).

There will then be an in depth look at the growth of regional events in the association sector, case study presentations will be made by Josche Ouwerkerk, Manager of Conferences and Business Relations at the International Federation of Library Associations (IFLA) and Professor Tan Huay Cheem, President, Asian Pacific Society of Interventional Cardiology (APSIC).

The conference will also shine a spotlight on the prospects of two regional giants, China and India. Speakers will include Jennifer Salisbury, CEO of IMC Convention Solutions, formerly Director of Sales, International at the China National Sponsored by: Held In: Partner Event of: Official Venue Partner: Press contacts Messe Berlin Michael T. Hofer Press Spokesman And Head of Press & Public Relations for the Messe Berlin group of companies ITB Asia and ITB Berlin Press Officer Astrid Zand Messedamm 22 D-14055 Berlin Phone: +4930 3038-2275 [zand@messe-berlin.de](mailto:zand@messe-berlin.de) [www.messe-berlin.com](http://www.messe-berlin.com) ITB Asia PR Contact for the Asian Region Brenda Yeo / Rosemary Teow Ketchum Singapore Phone: (+65) 6220 2623 [Brenda.Yeo@ketchum.com.sg](mailto:Brenda.Yeo@ketchum.com.sg) [Rosemary.Teow@ketchum.com.sg](mailto:Rosemary.Teow@ketchum.com.sg) For additional details [www.itb-asia.com](http://www.itb-asia.com) - 2 - Convention Center (CNCC), Beijing and a senior

Professional Convention Management Association's (PCMA) official publication "Convene" again – after 2012 – recognized the convention centre with its "Best in Show" award for "Best Food and Beverage".

"Attendees who have visited the Vancouver Convention Centre can't readily forget its spectacular setting and dramatic architecture --- but its F&B may leave the most lasting impression," Convene reported.

Since 1993 the world-renowned chef Blair Rasmussen leaves his mark on the Centre's culinary experience. His influence helped create the modern British Columbian cuisine that uses fresh ingredients with Asian Rim flavours.

The Vancouver Convention Centre, through its hospitality partner Centerplate, proudly operates a 'scratch' kitchen using fresh, local and seasonal ingredients -- from freshly caught seafood to produce from nearby farms and pastries baked fresh daily. Executive Chef Rasmussen credits the success of the Convention Centre's culinary programs to a number of factors, including having an incredible team of over 100 cooks and chefs that execute complex meals flawlessly every day.

The culinary team has thrived on the remarkable growth in business since the Vancouver Convention Centre opened its West building, which effectively tripled its size. Operating a 10,000 sq ft main kitchen and a separate 9,000 sq ft pastry kitchen and bakery, a busy day for the team could include producing over 6,000 plated dinners for multiple events and making 10,000 dinner rolls from scratch.

[www.tourismvancouver.com](http://www.tourismvancouver.com) - [www.vancouverconventioncentre.com](http://www.vancouverconventioncentre.com) - [www.pcma.org](http://www.pcma.org)

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## CANADA, TORONTO: DIRECT ENERGY CENTRE IS RE-NAMED ENERCARE CENTRE; CANADA'S LARGEST EXHIBITION AND CONVENTION FACILITY

Canada's largest exhibition and convention centre is now named "Enercare Centre". Following the acquisition of Direct Energy's Ontario Home Services business by Enercare Inc., The Board of Governors of Exhibition Place successfully concluded a multi-year naming rights sponsorship agreement to re-name the venue Enercare Centre. The Direct Energy Centre will be re-named Enercare Centre effective immediately. This naming rights agreement is effective through May 31, 2026.

The \$7.5 million (CDN) agreement includes title sponsorship of the centre, creation of a new logo, exterior signage and a public space in the Galleria of the building to showcase Enercare Inc.'s products and services to the public. Details of the arrangement and the Enercare Centre's re-branding launch will be made public in September 2015 during a special event.

### EXHIBITION PLACE

Exhibition Place is Canada's largest entertainment venue, attracting over 5.3 million visitors a year. The 192-acre site is an integral component of Toronto and Ontario's economy, particularly with respect to conventions, sport, festivals, recreation, culture and tourism. Located at Exhibition Place is the award-winning Enercare Centre, Canada's largest exhibition and convention centre (LEED Gold), and the Allstream Centre (LEED Silver) conference venue.

Exhibition Place recently was a major sports and international broadcast venue (as CIBC Pan Am Park) during the 2015 Pan American and Parapan American games, the world's third largest multi-sport Games. Enercare Centre will be host to the 2016 NBA All Star Game Jam Session fan fest in February 2016. Since 2004, Exhibition Place has undertaken an environmental stewardship initiative, entitled GREENSmart which includes the promotion of sustainable development, environmental initiatives and leading edge green technologies and practices across the site.

[www.explace.on.ca](http://www.explace.on.ca)

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## COSTA RICA TAKES MEETINGS FROM GREEN SPACE TO BUSINESS SPACE

The Costa Rica Tourism Board (ICT) launched a new marketing campaign on July 1, 2015, "From Green Space to Meeting Space," that aims at highlighting the reasons why Costa Rica is an ideal destination for meetings, congress and conventions.

"Many have enjoyed Costa Rica's biodiversity for leisure and are unaware of all the benefits of holding meetings, congress and conventions here," said Mauricio Ventura, minister of tourism. "Our conference spaces are compatible with the latest state-of-the-art options and groups will be surrounded by nearly six percent of the world's biodiversity."

The campaign will run print ads, digital and mobile banners that link to website: [www.visitcostarica.com/meetingsandincentives.asp](http://www.visitcostarica.com/meetingsandincentives.asp)

Those interested in hosting a destination meeting or conference will find region-specific information and the opportunity to fill-out an RFP.

representative of the World Toilet Organization (WTO) which held its global summit in New Delhi earlier this year.

ITB Asia will have a strong line-up of conferences this year with a number of sessions already confirmed. These include partnerships with the China Outbound Tourism Research Institute (COTRI), Centre for Aviation (CAPA), and DestinationElite. Attendees can expect to gain a comprehensive understanding on China's booming outbound travel market, learn more about the latest change drivers that are essential to understanding the future of the aviation industry as well as trends in the premium travel and hospitality industry in Asia.

For more information on EAST meetings WEST, contact [bhainsworth@kit-group.org](mailto:bhainsworth@kit-group.org).

[www.itb-asia.com](http://www.itb-asia.com)

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## MONACO: The Grimaldi Forum Monaco Reveals A Brand New Space

The Grimaldi Forum Monaco - the Principality's cultural and convention center - will introduce a brand new venue this fall called Indigo, after renovating the space currently known as Café Llorca. The 8,600 sq. ft./ 799 sqm space includes a splendid terrace with panoramic views of the Mediterranean Sea and will be available for exhibits or private events up to 560 people for cocktails and 455 people for sit-down functions.

With its superb glass atrium, the state-of-the-art Grimaldi Forum Monaco is also an architectural green-certified space. In 2008, it launched a "Green Event" offer and its dedicated Green Team presents tailor-made solutions for organizers wishing to limit the environmental footprint of their event.

The Grimaldi Forum Monaco can host events from 400 to 4,500 attendees. It features two banqueting areas, each seating 500, an 1,800-seat auditorium with a 10,925 sq. ft. / 1,015 sqm stage which can be used for corporate events and plenary sessions as well as concerts, ballet and opera performances. Two other auditoriums seat 800 and 400 guests. There are 23 breakout rooms for 10 to 400 persons and two large exhibition halls offering flexible staging options.

By using the latest technologies and by providing a wide range of products and services through its events department (AV, catering, security and hosting staff services), the Grimaldi Forum Monaco offers a comfort unequalled by any other venue in southern Europe for the hosting of impressive international events. Most of the destination's 2,500 first-class and deluxe hotel rooms are within walking distance and shuttles are rarely needed.

[www.grimaldiforum.mc](http://www.grimaldiforum.mc) | [www.visitmonaco.com](http://www.visitmonaco.com)

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## Norway - one of the world's top congress destinations

Norway is one of the most popular congress destinations in the world, according to the annual report of the Union of International Associations (UIA). Each year, the organisation prepares a report on meetings held by international organisations that have taken place worldwide in the preceding year, and Norway comes high on the list.

Norway is one of the most popular congress destinations in the world, according to the annual

With over 127 meeting rooms throughout the country, experienced meetings professionals will find secure Internet connections, state-of-the-art AV equipment and two international airports with daily routes from North America and additional routes from around the globe that will transcend their meeting goals.

The country's commitment to sustainability also lends to its meeting efforts. The Certification for Sustainable Tourism program also ensures guests of high-quality service with an environmental focus.

The campaign's initial ads will run through December 2015 in over 15 meetings and conventions media publications.

For more information on Costa Rica, please visit:

[www.visitcostarica.com/meetingsandincentives.asp](http://www.visitcostarica.com/meetingsandincentives.asp) | [www.visitcostarica.com](http://www.visitcostarica.com)

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## GERMANY, DUSSELDORF: CONFERENCEBAROMETER WITH TOP RESULTS FOR THE CONVENTION AND CONFERENCE CITY

For the first time, the "ConferenceBarometer Düsseldorf" (TagungsBarometer) provides a comprehensive, overall market analysis for the convention and conference city. The results confirm impressively the destination's strength and the industry's significant economic importance for the state capital. In 2014 a total of 3.6 million delegates participated in 44,800 conventions, conferences and events, making Düsseldorf one of the top convention destinations both in Germany and in Europe. According to "EITW, Meeting- & EventBarometer Deutschland 2014/2015" the city ranks among the European event organizers as fourth place of German destinations.

The targeted national and international acquisition of conventions by Düsseldorf Marketing & Tourismus GmbH (DMT) and Düsseldorf Congress Sport & Event GmbH (DCSE) is an important contributing factor to this successful ranking.

### THE DÜSSELDORF EVENT MARKET

The state capital offers a total of 158 event facilities, including 14 event centres, 57 conference hotels and 87 event venues. 62 % of 2014's events took place at conference hotels. Looking at the delegates the attendance is split as 40% in events venues, 36% event centres and 24 % conference hotels. Professionally-related events dominate, accounting for almost 79 per cent of market activity.

### ORIGIN OF EVENT ORGANISERS, INTERNATIONALITY AND SEASONALITY

43 % of all event organisers hail from the immediate region; 27 % from the state and the surrounding area; and more than 10 % from the south of Germany. Approximately 8 % of event organisers are international; with the UK being ahead of the USA and France.

Among the delegates, approximately 8.6 % (~ 310.000) arrive from abroad to attend conventions or conferences in Düsseldorf which is 1,9% higher than the German average. The strongest event months in 2014 were May and October.

For detailed information about marketing and the work of the convention bureau DÜSSELDORF visit [www.convention-duesseldorf.com](http://www.convention-duesseldorf.com).

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## HONG KONG: EXHIBITIONS OUTPERFORMED UNCERTAIN ECONOMY IN 2014 – HKCEC RECEIVES RECORD-BREAKING 6.4 M VISITORS DURING 1,113 EVENTS

The Hong Kong Exhibition & Convention Industry Association (HKECIA) announced today the positive results of its most recent annual survey of the exhibition industry in Hong Kong, covering the year 2014. Total number of exhibiting companies grew by 6.5% over the previous year, while total number of visitors grew by 5.8%. Such encouraging performance is particularly significant with the "Occupy Central" movement taking place in the major business districts of Hong Kong during the peak trade fair season last year. Questionnaires were sent to a total of 108 organisers of 108 "trade" and "trade and consumer" exhibitions utilising over 2,000 sqm held during 2014. Responses from 101 "trade" and "trade and consumer" exhibitions were received. Purely consumer exhibitions were not included in the results. The survey showed that the total number of exhibiting companies at 66,164 grew by 6.5% over 2013. In 2014, the growth is shown across Hong Kong, Regional and Mainland China. Particularly significant was the 18% jump in regional exhibiting companies, indicating the growing importance of Hong Kong to regional businesses as a trade and exhibition hub. Visitor numbers traced the rise in exhibiting company numbers, with total visitor numbers rising by 5.8% from 2013, to almost 2 million in total (1,945,993). The numbers of international and regional visitors were particularly strong, jumping by 9.9% and 9.6% respectively.

These results are underlined with the results published by The Hong Kong Convention and

report of the Union of International Associations (UIA). Each year, the organisation prepares a report on meetings held by international organisations that have taken place worldwide in the preceding year, and Norway comes high on the list.

Calculations by Norway Convention Bureau (NCB) found that the total value generated annually from congresses is two billion NOK (appr. 216 million Euros / 241 million USD). This is through participation fees, accommodation, transportation, food and drink, shopping and taxes and fees.

Not as expensive as everyone thinks

Norway's precondition to take a larger share of the congress market is certainly present. Norway is not only a sought after convention destination, but is also considered competitive on price. For the second consecutive year, Oslo Congress Centre was named Europe's seventh cheapest convention centre, according to the European Convention Centre Survey.

Oslo was also ranked third of the capitals in the survey, only beaten by Prague and Lisbon which are seen as low cost destinations. This is a strong signal that Norway offers value for money, and that Oslo is very competitive on price compared with other European cities, says Per-Arne Tuftin, Director of Tourism at Innovation Norway.

*"The international meeting market is a tough market to succeed in, and Norway has a reputation for being expensive. At the same time, we see that our prices are very competitive compared to other European cities. Our challenge is to dispel the myth that Norway is so expensive"* concludes Frode Aasheim, CEO of Norway Convention Bureau.

Facts:

- Since 2009, Innovation Norway and Norway Convention Bureau (NCB) have worked together with a focus on promoting and developing Norway as a meeting, incentive and congress destination. They have developed a common national strategy for investment and through the collaboration, and have benefitted from each other's strengths, expertise and networks.
- The Union of International Associations (UIA) each year publishes statistics on the world's most sought after congress destinations, which include meetings and congresses organised by international organisations with a minimum of 50 participants over a period of at least two days.
- European Convention Centre Survey is an annual survey that compares prices between European congress centres.
- In 2014, 22 European Congress centres were included in the survey, which aims to provide a basis for comparison for organisers of international meetings and events.

[www.visitnorway.com/meetings](http://www.visitnorway.com/meetings)

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### UK, London: Britain & Ireland Marketplace Is Back!

Britain & Ireland Marketplace, the B2B workshop for UK and Irish product will return to London's Wembley Stadium on Tuesday 26th January 2016.

ETOA, the European tourism association, in

Exhibition Centre (HKCEC) which staged in the timeframe from July 2014 to June 2015, a total of 1,113 events, including 111 exhibitions and 38 conferences along with hundreds of corporate meetings, banquets and entertainment events. The total attendees of these events combined with diners at the HKCEC's seven restaurants reaching almost 6.4 million persons, breaking the HKCEC's attendance record.

Seven new exhibitions added to the 104 recurrent exhibitions, which continued to be the backbone of the HKCEC's exhibition portfolio. Conference business remained strong. Among the 38 conferences held at the HKCEC, 31 were international conferences and 12 were new to the venue.

[www.exhibitions.org.hk](http://www.exhibitions.org.hk) | [www.hkcec.com](http://www.hkcec.com)

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## MICE:DESTINATION - THE INTERACTIVE MAGAZINE FOR THE INTERNATIONAL MICE INDUSTRY

Edition May 2015

Edition March 2015

### MICE:destination

### MICE:destination

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**IN THIS EDITION, YOU WILL FIND:**

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- 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

- In:Focus Madrid
- In:Focus The Philippines
- In:Venue Amsterdam RAI enhances its exhibitions with the InnovationLAB
- In:Case Meeting Place Berlin 2015 - The German Capital Showcases Itself
- In:Centive Festivals, Parades & Events: Germany's Living Traditions
- In:Country South Africa
- In:IMEX Inspiring Industry Education at Exclusively Corporate
- In:Search Increased Focus On Total Cost of Meetings and Trips

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

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partnership with VisitEngland, Visit Wales, VisitScotland and Tourism Ireland, as well as the British Hospitality Association (BHA) and the Association of Leading Visitor Attractions (ALVA) will present the best tourism product that the nations and regions have to offer. Tour operators representing domestic and global markets will attend ready to discover, negotiate and contract.

In a strategic step/change and following extensive market research, Britain & Ireland Marketplace will take place in January to better fit the contracting calendar and on a Tuesday to avoid weekend travel for delegates. Prices for suppliers will start at £395 to match the high demand on budgets around the busy event season, ETOA tour operator members will attend free of charge.

Martine Ainsworth-Wells, Director of Marketing & Commerce at ETOA said: "Britain & Ireland Marketplace has a proven track record in creating new business for suppliers from across the UK and Ireland, this is their opportunity to engage with operators who sell to domestic clients as well as those from the rest of Europe and around the world. The refreshed Britain & Ireland Marketplace will build on past achievements and ETOA, along with our partners, will continue to provide a forum for efficient and worthwhile business networking".

[www.etoa.org](http://www.etoa.org)

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### ICOMEX to become ibtm latin america

ICOMEX – a leading MICE event in Mexico and LATAM – and acquired by Reed Travel Exhibitions in 2014 – has been re-branded as ibtm latin america to join the global portfolio of ibtm events. ibtm latin america will join as part of the Reed Travel Exhibitions global portfolio of meetings, incentives and events exhibitions and serve the Latin America region including south and central America.

Becoming part of the ibtm portfolio is expected to give the event a major boost and international presence in the global meetings industry and provide new opportunities for the portfolio's international database of meeting planners who are looking to place or do business across the region supported by ibtm latin america. A new Hosted Buyer recruitment strategy for ibtm latin america 2016 will now expect to qualify from the international markets including Spain, Germany, France and UK as well as US and Canada.

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

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