



AUGUST 2016

PUBLISHERS NOTE

Dear Reader!

It is a great pleasure to announce that our partnership with IMEX continues to strengthen and now also relates to IMEX America taking place from October 18-20, 2016 in Las Vegas, NV, USA. We will keep you informed about IMEX America here in NEWSFLASH and in MICE:destination. You are also welcome to check the partner page for IMEX America on our website: micemm.com/index.php/media-partners/imex-america.

In Europe the 20th edition of MITM Euromed will take place from 2-4 November 2016: qualifying buyers are invited to register for the anniversary cruise between Naples, Italy and Palermo, Sicily, Italy. What a wonderful chance to escape muddy November weather to network, meet partners for future programmes and see the beautiful Southern Italian region. Different post tour options in Campania Region will be announced soon and registered buyers will be invited to choose their preferred programme! Register on www.mitmevents.com/registration.html.

Did you know that São Paulo Expo – the largest conference and exhibition centre in Latin America - has undergone a 410 million Real (126 million USD / 113 million Euro) renovation?

Looking into Europe – in Italy, Florence Convention & Visitors Bureau launched a new booking incentive plan offering up to 60.000 Euros – see more information below; the Slovak Convention Bureau introduced the newly launched 'Good Idea Slovakia' brand to an international audience in Brussels and in Antalya, Turkey the country's largest congress centre opened in the Expo 2016 complex.

In Malaysia, Sarawak Convention Bureau celebrates their 10 years of Business events this August. See a review of the Bureau's achievements.

Looking into the DMC's, destinations Unlimited launched their new DMC app and the Kazakhstan travel company Global Air is announced to be the latest member of the euromic network.

Last, but not least, we are looking at Shaw Centre in Ottawa Canada who is now partnering with Mealshare to fight against youth hunger. It is a great pleasure to share this story with you!

As usual, you're invited to share this newsflash with your colleagues. [Click here to forward the edition!](#)

Best regards

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MITM EUROMED 2016 – HOSTED BUYER REGISTRATION FOR THE CRUISE NOW OPEN

MITM Euromed will celebrate a 20th anniversary this year and GSAR Marketing has announced a truly extraordinary programme: from 2-4 November 2016 the show will take place on board the GNV Majestic. After buyers and exhibitors have embarked in Naples, the vessel will be cruising between Naples, Palermo, and Sicily.

While the ship is cruising the Mediterranean Sea, buyers and exhibitors will enjoy an event with short distances and extraordinary settings. The travel expo as well as the networking events will be organized on board the vessel.



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BUSINESS, INNOVATION, EDUCATION – IMEX AMERICA 2016 IS SET TO INSPIRE

Strong demand from a multitude of new exhibitors and hosted buyer groups means that IMEX America 2016 offers ever more compelling opportunities to do business and network.

BUSINESS POWER & CONNECTIONS

IMEX America, taking place 18 – 20 October in Las Vegas, enables buyers to meet with a vast range of best-in-class meeting industry suppliers from across the United States, as well as from around the world. This year's show


The hosted buyer programme offers to buyers:

- Transportation funding to Naples up to EUR 120.
- Two nights' accommodation on board GNV – Majestic.
- Transfers between Naples airport and the Port of Naples.
- City Tour in Naples.
- A welcome reception, two Coffee Breaks (during working sessions), a luncheon in Palermo (City-tour included), and a closing dinner.
- Participation in MITM Euromed with an agenda of up to 20 pre-scheduled individual appointments.
- Participation in seminars / presentations.
- Participation in one of the Post-tours starting upon disembarking on Friday in Naples. The post tour ends on Sunday morning after breakfast with the transfer to the airport. It will take place in the beautiful region of Campania which is so famous for its culture and gastronomy. Just think of the beautiful region La Costiera Amalfitana – the coastal region of Amalfi; of Pompeii and the region of Naples. Post tour details will be announced soon.
- Altogether, a stunning programme!

You will qualify for the programme if you are responsible for the planning, organization, recommendation of events outside your home country or if you are in charge of financial decisions for events organized outside of your home country.



All applications will be reviewed and individually approved by GSAR Marketing | MITM Events. REGISTER NOW on <http://mitmevents.com/registration/>

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BRAZIL: SÃO PAULO CVB IS PLEASED TO ANNOUNCE A NEWLY RENOVATED EVENT VENUE IN THE CITY: SÃO PAULO EXPO

French group invests R\$ 410 million (126 million USD / 113 million Euro) and built the most modern Exhibition & Convention Center in Latin America

Sao Paulo Expo will be the largest Exhibition, Congress and Conventions center in Latin America with an area of 100 thousand square meters, built in record time. With an investment of R\$ 410 million (126 million USD / 113 million Euro) made by GL events, one of the largest events companies in the world, the space was fully expanded, modernized and transformed into a multifunctional architectural complex capable of hosting trade fairs and public conferences and national corporate events and international, as well as cultural, social, sporting and entertainment events.

This is the largest investment in the history of GL events group, present in 19 countries, and accounts for another 40 spaces for events in the world. The concession is for 30 years. The Group's resources were directed to re-design the existing pavilion of 40,000 square meters, and construction of 50 thousand square meters of exhibition area and 10 thousand square meters of the convention center space and the construction of a parking garage with 4,500 spaces (the largest indoor parking Brazil).

Located just ten minutes from the central city airport, São Paulo Expo has quick access to the main hotels in the area, totaling more than 7,500 bedrooms. The complex will have restaurants and unique services to offer exhibitors and visitors all the comfort to carry out or participate in events.

The list of confirmed events in 2016 include the most important ones in Brazil such as: Brazil Game Show, São Paulo International Motor Show, Comic Con Experience, São Paulo Boat Show. For 2017, Feicon Batimat has already been confirmed, an event which is a benchmark to the civil construction industry in Latin America.

São Paulo Expo is a member of the São Paulo Convention & Visitors Bureau. To learn more about the venue and its events, visit: www.saopauloexpo.com.br.

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features a diverse range of first time exhibitors including Albuquerque CVB, Air Partner, ALON Las Vegas, Destination Michigan, EventBank, Hanoi, Luxury Brands and Slovenia. They are joined by established exhibitors, 46 of whom have already increased their stand space such as Commune Hotels & Resorts, Etouches, Ritz-Carlton Hotels, NYC & Company, Thailand Convention & Exhibition Bureau and Meet Puerto Rico.

With networking always a key objective for attendees, opportunities to meet, connect and build on relationships are vital to the overall show experience. New in 2016, IMEX America will offer buyers an opportunity to make valuable peer connections through the use of the Zenvoy matching app which will facilitate introductions between buyers who share common attributes. In addition, the IMEX hosted buyer lounge will feature a new Networking Hub with the IMEX hosted buyer team facilitating networking sessions at key times throughout the show.

EDUCATION FROM INDUSTRY INNOVATORS

As well as the business and networking opportunities, buyers and suppliers can also learn from industry innovators with IMEX's comprehensive education programme covering insights and innovations from the best in the industry. Two key themes will be featured throughout the show – the Sharing Economy and Where Personal Meets Professional which focuses on how personal development and wellbeing can benefit the individual both in and out of the office.

Each day (Monday to Thursday) begins with a distinguished keynote speaker, and the week kicks off with a dedicated day of education on Smart Monday (17 October), powered by MPI and supported by other association partners.

The first MPI keynote launches the Where Personal Meets Professional theme on Smart Monday. Jon Bradshaw, CEO of Meetology® will share recent research on how to connect, interact and communicate more effectively in Meetology—the fascinating science powering interpersonal communication. On Tuesday, Jay Samit, widely regarded as one of the world's leading experts on disruption and innovation, will discuss the importance of adaptability and creativity to keep up with an ever changing business landscape in Disrupt You! - Strategies for Billion Dollar Success in this Era of Endless Innovation. Delegates can get a glimpse into the future with Pablos Holman on Wednesday. A futurist and inventor, whose projects include

CANADA: SHAW CENTRE PARTNERS WITH MEALSHARE OTTAWA TO TACKLE YOUTH HUNGER

The Shaw Centre is pleased to announce that it has signed on as a founding supporter of Mealshare Ottawa, the local chapter of a national charity working to end youth hunger. Shaw Centre has committed \$5000 towards Mealshare's startup costs until the Ottawa unit reaches self-sufficiency in late 2017.

The Centre has also opted to extend its involvement as it prepares to launch its exciting new menu by giving meeting organizers the opportunity, when planning their event, to not only select meals for their delegates but also provide meals to youth in need through Mealshare. This support will in turn contribute to growing the program to provide even more meals to disadvantaged youth in the future.

"When Mealshare invited us to help with their Ottawa launch, we didn't hesitate to say yes," says Nina Kressler, President of the Shaw Centre. "Theirs is an exceptional model for a charity and they have a proven track record of success, having made tremendous strides towards eradicating youth hunger. We are optimistic that with the support of many of our generous clients who will appreciate the option to assist Mealshare Ottawa, we will collaboratively be able to deliver great dividends to this innovative program. We are so pleased to be able to help this charity in a meaningful way."

"Having the support of a large organization like the Shaw Centre is incredibly important for Mealshare as we establish ourselves in Ottawa," explains Mealshare co-founder Jeremy Bryant. "The Centre's generous financial support will enable us to start distributing meals to youth in need more quickly. In addition, having the Shaw Centre facilitate donations from its clients means so many more people will become aware of the important charitable work we are doing. We are so grateful that the Centre recognizes the effectiveness and potential of Mealshare in Ottawa."

The funds collected locally by Mealshare through the generosity of sponsors and participating restaurants are being allocated to Operation Come Home. Across Canada, Mealshare works with organizations that help kids experience transformative change and break the cycle of poverty. Locally, Mealshare hopes to have more than two dozen participating restaurants in Ottawa by Labour Day.

"Everyone at the Shaw Centre is impressed by how Mealshare is creating a movement by making giving as easy as possible and we are excited to help them continue their good work," adds Nina.

www.shaw-centre.com

the world's smallest PC, a Wi-Fi seeking robot and mosquito zapping lasers, Pablos will deliver Innovate or Die Trying - From the Mind of World Renown Hacker. The final day of the show (Thursday) begins with a fun keynote courtesy of 'perpetual optimist' Tami Evans. She is set to deliver a humorous take on enhancing communication, engagement and confidence in Half full of it: activating optimism and other hard-core soft skills.

Whether new or established in the industry, meeting professionals can discover hundreds of education sessions across the three-day show, offering an effective learning experience for all levels. These sessions cover 10 tracks of specialist interest, in a range of learning formats including hands-on, creative sessions at the popular Play Room which offers a light-hearted way to learn how to create interactive events and increase audience engagement.

COMMUNITY CONNECTION

For visitors who want to connect with the wider community outside of the show, IMEX has participatory programmes in place to give back to the local Las Vegas community, with long-standing relationships with local charities Opportunity Village and The Shade Tree shelter, plus new initiative Garbage Grabbers - for which IMEX is inviting volunteers to join them on a clean-up of walking trails and parks organised by the Outside Las Vegas Foundation.

Carina Bauer, CEO of the IMEX Group, explains: "With each show we aim to refine and improve the process of doing business, gaining valuable education and making important connections. We understand the significance and the balance that each of these three pillars holds for both our buyers and our suppliers and aim to make their week at IMEX America their most valuable week of the year. We are particularly pleased this year to be using the latest technology solutions available, to facilitate peer to peer connections and believe that this will bring an important added benefit to our buyers. As always, we are very much looking forward to hosting the meetings world to Las Vegas this fall."

For more information about registering to be a hosted buyer at IMEX America please visit www.imexamerica.com/hosted-buyers/hosted-buyer-program/how-to-qualify-apply/

For more information on IMEX America 2016 visit www.imexamerica.com

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MICE:destination

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

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ASIA-PACIFIC		MIDDLE EAST	
Asia - On Promotion: Malaysia, Singapore and Thailand	Jan 2016	UAE, Dubai	Jan 2016
Australia	Jan 2016	EUROPE	
Hong Kong	July 2015	Malta	May 2016
Malaysia	May 2016	Madrid	Mar 2015
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ITALY: FLORENCE CONVENTION & VISITORS BUREAU LAUNCHES THE NEW BOOKING INCENTIVE PLAN FOR INTERNATIONAL CONFERENCES

Up to 60.000,00 Euros of services offered.

Florence introduces the new booking incentive plan referred to as the “subvention plan” for International conferences to be held in the city. This big result has been achieved thanks to the synergic work of Firenze Convention and Visitors Bureau and its main members: Firenze Fiera Congress and Exhibition Centre, the main Congress centre of Florence, the AV company Tecnoconference TC Group and the catering company Gerist Ricevimenti.

The subvention plan, for a maximum value of 60.000,00 Euros, is meant to support Florence bids for new International conferences that must be applied for during the bidding stage.

The services offered include many different aspects of the event organization, for instance the social programme: the city of Florence can provide the rental for free of many exclusive venues for cocktail and dinner, such as the Salone dei Cinquecento of Palazzo Vecchio (the beautiful town hall of Florence), the new Opera House or even larger prestigious locations of Firenze Fiera Congress and Exhibition Centre inside the Fortezza da Basso, such as the Cavaniglia Pavilion or the charming garden of Palazzo dei Congressi in the very heart of Florence city centre.

Benefits can also include food and beverage for the gala dinner or light welcome cocktail thanks to the cooperation of the caterer Gerist Ricevimenti.

Free services at Firenze Fiera Congress and Exhibition Centre will include complimentary room for registration, staff and President’s office as well as free Wi-Fi for all delegates. Tecnoconference will provide some of its best tools and technologies such as personalized digital screens with information on the sessions’ timing and location and free APP of the Conference with many features regarding the scientific programme and the speakers’ profiles.

SSD Grafiche, a specialized signage local company, will offer the poster printing services and the conference sign at the main entrance with the logo and dates of the congress.

Firenze Convention and Visitors Bureau has created a special booking system that allows congress organizers to get an easy revenue on individual reservations choosing the best selected hotels with rates 5% lower than on the other OLTA, friendly booking terms with no risk of penalty and with friendly cancellation policies for guests (www.florencecongressbooking.com).

The new subvention plan also includes a general support to the organizing secretariat, a welcome desk at the airport on arrival days, a complimentary city information desk with the possibility of selling tours and activities and full assistance during site visits.

The city of Florence is perfect to host events and conferences: easy to reach, an open sky museum, green, small, clean and safe now offering more and more benefits and services which will definitely make it the best Italian MICE destination.

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KAZAKHSTAN : EUROMIC INVITES THE WORLD

Euromic, a premier international consortium of companies specializing in event and destination management, recently announced that it has added a new member in Central Asia. GLOBAL AIR is a professional Travel Company in business, international and domestic tourism, MICE, and Corporate FITS, offering unique and personalized services.

GLOBAL AIR was founded in 2000 and a few years later the Company was granted the Certificate of Quality Management System ISO 9001. It is the only travel company in Kazakhstan with the world class Certificate of Quality System ISO:9001-2001. GLOBAL AIR operates a network of offices and implants in Kazakhstan cities such as Almaty, Astana, Aktau, Atyrau, Aksai, Aktobe, Shymkent and Uralsk.

With many well-known, established hotel chains, such as Ritz-Carlton, Intercontinental, Holiday Inn, and Ramada in Almaty , and Hilton, Marriott, Park Inn, and Radisson in Astana, guests of Kazakhstan will have a broad range of options to choose from, giving them the ability to cater their visit to their specific interests.

GOOD IDEA SLOVAKIA

A promising convention & meetings destination

200 conferences and events will be organised over the next six months in Slovakia. In this context and in view of the Slovak Presidency of the Council of the European Union, the Slovak Convention Bureau invited European Associations and Agencies Brussels, to connect and meet Slovakia as a convention and meetings destination.

The event’s host Mr. Robert Vincze, Head of the Slovak Convention Bureau, welcomed guests at the Hotel Metropole and introduced the newly launched Good Idea Slovakia brand. During the event, a gala dinner along with Slovak wine and liquor tasting took place.

A country with warm and welcoming people, and one of the safest destinations in Europe, speaks out: it is a Good Idea to explore the cities, surroundings, people, history, culture and heritage of Slovakia. Qualitative and affordable solutions are offered for associations and meeting planners and their Conventions, Meetings and Events. The Slovak capital Bratislava - easily accessible within 40 minutes from Vienna International Airport - highlighted accessibility, innovation and excellence in execution as the key factors that make this safe destination a competitive place for industry professionals to meet.

The event was supported by a wide range of Slovakian suppliers. For more information about the meeting destination Slovakia please connect with Mr. Robert Vincze and Team of Slovak Convention Bureau. scb@sacr.sk - +421 918 336 259 - www.slovakconvention.sk

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Kazakhstan, a Central Asian country and former Soviet republic, extends from the Caspian Sea in the west to the Altai Mountains at its eastern border with China and Russia. Its largest metropolis, Almaty, is a long-standing trading hub whose landmarks include Ascension Cathedral, a tsarist-era Russian Orthodox Church, and the Central State Museum of Kazakhstan, displaying thousands of Kazak artefacts.

With huge mountain tops, shining glaciers, roaring rivers, thick woods, and beautiful canyons, Kazakhstan has everything for the sightseeing eco-visitor. Along with its incredible diverse topography, Kazakhstan has deep historic and cultural roots as ancient cities such as Taraz (Aulie-Ata) and Hazrat-e Turkestan played important roles as way-stations along the Silk Road connecting Asia and Europe.

www.euromic.com

MALAYSIA: SARAWAK TO CELEBRATE 10 YEARS OF BUSINESS EVENTS

Business Events transform state's fiscal, social development

Kuching, 18th July 2016: Sarawak will celebrate 10 spectacular years of Business Events in August 2016, announced Chief Minister Datuk Patinggi Tan Sri Adenan Satem following a meeting with the Sarawak Convention Bureau (SCB) recently.

"For the past decade, Business Events (meetings, incentives, corporate events, conventions and exhibitions) have brought immense and spectacular value to the state in both fiscal and social development," he said and continued "They have opened doors to international collaboration for Sarawak to connect to the world, and provided countless opportunities for business networks in all industries and professions. 10 years flies by in a heartbeat, you know."


SCB was initially established in 2006 by the state government to provide professional advisory services to meeting planners and propel Sarawak as an internationally recognized Business Events destination. The effort paid off when Kuching won the right to host the 55th International Congress and Convention Association (ICCA) Congress in 2016.

Dato Sri' Michael Toyad explained the significance of the ICCA Congress. "It is the world's most important gathering of meeting professionals; the 'Olympics' of the Business Events profession. 2016 will be a momentous year for Business Events in Sarawak. Not only are we commemorating all partners and agencies who have contributed to this sector for the past 10 years, this ICCA Congress in November will mark the genesis of a new dawn of Business Events in the State," elaborated the Chairman of SCB.

Datuk Amar Abang Johari echoed the Chief Minister that the yield of Business Events extends beyond tourism visitation and spend on which he elaborated, "Through Business Events, Sarawak has attracted industry world leaders, decision makers, and potential investors that would not otherwise have visited the state. The wealth of knowledge gained from this international exposure has been converted into skillsets that transformed the state's education, research, export trade, and foreign exchange landscape. People used to wonder, who would want to host a conference in a location such as Sarawak, Borneo? We have emerged from a mere tropical island to one of the leading second tier destinations in the Asia Pacific region. The right question to ask today would be - who would not want to host a conference in a location such as Sarawak, Borneo?" concluded the Minister of Tourism, Arts and Culture.

Commemoration of the 10 Years of Business Events in Sarawak will be taking place from 5th to 7th August concurrently with the 8th Anak Sarawak Award - Trailblazing the Business Events Revolution. For more information on the event, please contact Jemima Joseph via email at jemima@sarawakcb.com or call +60 82 242 516.

www.sarawakcb.com

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TURKEY'S NEWEST, LARGEST CONGRESS CENTRE OPENS IN ANTALYA

Turkey's newest and largest congress centre has been built in the southern province of Antalya, the host city of EXPO 2016, which started on April 22. Situated in the EXPO 2016 complex, the congress centre has a main hall with a capacity of more than 5,000-seats and two seminar rooms for 750 and 550 people, respectively. The congress centre has 12 halls with a capacity of 6,500 seats.

The centre, which cost TL 150 million (\$52.9 million), is 10 kilometres from the city's coastal Kundu area and 20 kilometres from the city centre. A telescopic seating system was installed in the new congress centre - a first for Turkey - allowing the main halls to be reorganized for different meeting purposes. With the concept "Flower and Children," the EXPO site includes Expo Tower, symbolizing the historic Hadrianus Gate; Turkey's first Agriculture and Biodiversity Museum; a children's island, where entertaining activities will be held for children; an expo lake; a culture and art street; and restaurants reflecting the country's traditional culinary culture.

www.antalyaconvention.org

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UNITED KINGDOM: DESTINATIONS UNLIMITED INTRODUCES ITS NEW DMC APP

The UK-based DMC Representation Company has announced its smartphone app available to Android and iPhone users to further enhance the company's services. The app will be available free of charge to interested event planners.

Nikki Mitchell, Managing Partner at destinations UNLIMITED stated that the entire team is thrilled by the app launch and that she feels the app will support destinations UNLIMITED's aim to increase their client's efficiency in the selection process.

She said "Some of our DMCs have already paved the way in the app world and we are delighted to be able to join them! It wasn't something we could rush into, as we wanted to make sure that what we offered to our clients would be carefully created with their needs in mind."

www.dudmc.com

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