



May 2017

## PUBLISHERS NOTE

Dear Reader!

This month we are looking into new industry events offering Hosted Buyer programs and we are delighted to bring some events in 2017 to your notice:

- 8-10 June MICE East Africa Forum & Expo 2017 in Addis Ababa, Ethiopia – see the information below
- 13-17 July Meeting Place Berlin – click here to see the event website (<https://www.meeting-place-berlin.de/en>)
- 25-27 October World MICE industry Day 2017 in Qingdao, China – see the information below
- 23 - 25 November MICE West Africa 2017 in Accra, Ghana – see the information below

We are happy to cover these events on an ongoing basis – stay tuned for the hosted buyer programmes!

In Quito the ground breaking for the new convention center happened a few weeks ago – and in the second half of 2018 the first part will be completed.

While in San Francisco Moscone North and South are closed until September. The convention bureau launched its “Pick Two” promotion.

World Economic Forum ranked Rwanda as the safest country in Africa and the 9th position in its worldwide ranking. Take a look at this beautiful country!

Japan, we’re looking at Pacifico Yokohama to open in 2020 and one of the largest convention facilities in the country; at the 150th anniversary of the opening of Kobe City’s port to foreign trade; and at Hiroshima’s list of special unique venues!

Interested in Macao? Look at the expanded capacities and support programmes! And as we are travelling to IMEX in Frankfurt – please see our coverage on IMEX – and on the offerings of Messe Frankfurt! And plan to stop by our stand to say ‘hello’.

As always, you’re invited to share this edition of NEWSFLASH with your colleagues. Forwarding with this link takes out your personal information.

Best regards

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## HOSTED BUYER EVENT: MICE EAST AFRICA FORUM & EXPO – HOSTED BUYER PROGRAMME INFORMATION RELEASED

**‘WELCOME HOME’ – ETHIOPIAS WARM WELCOME TO INTERNATIONAL MICE BUYERS.**

Are you interested in new destinations? Have you ever thought about East Africa? Then you should apply to visit MICE East Africa Forum & Expo as a hosted buyer! Africa’s largest airline – Ethiopian Airlines - connects Addis Ababa efficiently to all major hubs in the world and to a wealth of African destinations. Of course there are many other airlines covering the destination too!

On 7 June 2017 international hosted buyers will participate in a site inspection programme in Addis Ababa including the United Nations Conference Centre Addis Ababa, Hotel Sheraton Addis, Golden Tulip Addis Ababa Hotel, and Radisson Blu Hotel Addis Ababa. I have seen these facilities and I am delighted to note that you will find them more than suitable for your events.

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IMEX IN FRANKFURT 2017 SEES LONG-TERM RESILIENCE AND QUIET CONFIDENCE REFLECTED BACK FROM THE MARKETPLACE

In the evening of 7 June 2017, a welcome reception & dinner hosted by the Minister of Tourism will be held at the beautiful Hotel Sheraton Addis.

From 8-10 June 2017 MICE East Africa Forum & Expo will again open its doors to the international buyer at Millennium Hall in Addis Ababa, Ethiopia.

With the Exhibition Space in high demand and exhibitors preparing for the event, the strategic partnership between Ozzie Hospitality Business Management and the MIDROC Technology Group companies, Rainbow Exclusive Car Rental & Tour Service and TNA – Trans Nation Airways, was signed on April 12, 2017.

With the signature, the parties announced that Rainbow and TNA will be in charge of the Post Programme for Hosted buyers happening on June 11-12. International Hosted Buyers will have the chance to experience the Southern Region of Ethiopia; the city of Hawassa and its facilities, and the regions' hotels and providers catering for business event groups.

Post Programme Hosted Buyers will return home from the evening of 12 June 2017 or continue with their own agenda.

[www.miceeastfrica.com](http://www.miceeastfrica.com) or [click here for your hosted buyer application.](#)

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## Hologram marks world premiere: Beam yourself from Frankfurt to Berlin!

The visitBerlin Berlin Convention Office will be on hand at IMEX in Frankfurt from 16 to 18 May 2017 to present the German capital as a modern convention destination and innovative location with plenty of news to share about Berlin. In addition IMEX visitors will be flocking to the Berlin stand at No. F100/40 in the German pavilion to see the one-of-a-kind hologram technology that will beam them from Frankfurt to Berlin. Through a bit of an optical illusion and using a holoport placed on the visitor's smartphone, their portrait will be projected in 3-D onto their hands together with the hologram of Berlin. IMEX visitors can take their own animated holography or holographic business card home. [convention.visitBerlin.com](http://convention.visitBerlin.com)



Make Appointment

## HOSTED BUYER EVENT: INTERESTED IN NEW DESTINATIONS IN CHINA? WORLD MICE INDUSTRY DAY 2017 IN QINGDAO

The first World MICE Industry Day – WMD – will be hosted from 25 – 27 October 2017 by the CCPIT-Qingdao Sub Council. The regions first MICE event will allow approved international hosted buyers to visit and experience Qingdao, its providers and worldwide exhibitors.

The event addresses qualifying national and international buyers and regional, national and worldwide exhibitors to meet, network and join into the conference which comes with an impressive programme of educational sessions.

We will bring detailed news about this event to you during the next weeks. Right now, we strongly recommend marking the dates in your calendar. Stay tuned for the start of the hosted buyer applications. Detailed Information will be included in the upcoming edition of MICE:destination.

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

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*“As we head towards the final countdown for IMEX in Frankfurt, there’s a quietly confident attitude radiating throughout the meetings and events sector. Although the first quarter of this year has been marked by some extraordinary and unsettling events around the globe, IMEX 2017 will be a reflection of an international market that’s extremely resilient, and well placed for solid, long-term growth,”* says Carina Bauer, CEO of the IMEX Group, ahead of the major exhibition taking place on 16 to 18 May.

Yet again setting a record for the largest show to date; notable among the growing areas of this year’s market-leading trade show is a 10 per cent increase in space taken by exhibitors in Africa and Asia and a 9.5 per cent increase from the USA and Canada.

On the show floor, IMEX’s dedicated technology area will be the largest to date with growth of 15 per cent – with many new exhibitors reflecting the show’s increasing focus on event technology companies. At the heart of the technology section will be the TECHknowledge Area, powered by The Meeting Pool, offering the chance to touch, test and try the latest gadgets such as wearables and Virtual Reality.

New exhibitors for 2017 include Moldova Tourism, Meet Puerto Rico, Bahrain, Saudi Arabia, Kyoto Convention Bureau, Jeju Province and Choose Chicago. Exhibitors with expanded stands include Tourism New Zealand, Shanghai, Korea, London & Partners, Spain, Rocco Forte Hotels, Guatemala, Panama, Uruguay and NYC.

*“This increased investment in IMEX in Frankfurt not only reflects the underlying fundamentals of our industry, which are both strong and sound, but also adds up to a wider range of exhibitors for buyers to meet,”* explains Bauer.

*“With the largest global array of exhibitors from every sector, this year’s show is packed with opportunities for planners to do business and find new suppliers – fulfilling our mission to help meeting professionals make powerful connections with the right people.”* Alongside this is a packed programme of free education with over 200 sessions, including a full day of preshow education – EduMonday, 15 May. Combined with over 200 networking opportunities including many with senior level meeting professionals, and social events including Site Nite Europe, CIM-Clubbing and the IMEX Gala Dinner, this adds up to three inspiring and productive days of business.

Concludes Bauer: *“Perhaps more than any other year since 2008, this is the time to come to IMEX and ‘see for yourself’.* See

## HOSTED BUYER EVENT: MICE WEST AFRICA – WELCOME TO THE EMERGING WEST AFRICAN REGION

23-25 November 2017, Accra, Ghana

The emerging destinations in Africa are moving quickly to present themselves to the international meetings industry. Following the first MICE industry event in East Africa 2016, the West African providers came together and talks about a new event in West Africa began.

I am very happy to inform you that MICE West Africa celebrates its inaugural event November 23 to 25 in the Ghanaian capital, Accra.

The organizing Street of Gold Foundation (SOG), founded by Mr. Royal Panford who acts as its CEO, cooperates closely with the nations Ghana Tourism Authority to develop the common understanding of the importance of the meetings industry inside the country, and offers the platform for the nations – but also for the regions' providers to connect with the international buyers.

But the SOG is working far beyond the normal organizational efforts to create the much-needed platform for exhibitors and buyers. SOG also assists the visitor through connecting them to the appropriate organizations and associations to ensure that groups to Ghana experience the country at its best and enjoy incredible value for money.

Oh – and one word about Ghana: Should you think about the Ebola disease outbreak. Ghana did not have a single case. This information has been published by the WHO and the US CDC – Centers for Disease Control and Prevention.

Interested? Let's meet in Accra!

Apply to the MICE West Africa hosted buyer programme to connect with local suppliers and to site-inspect the destination during the post-event Site Inspection Programme.

Find details on [www.micewestafrica.com](http://www.micewestafrica.com)

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*how exhibitors are responding to new market forces. See how new entrants are transforming the way meetings and events are being planned and, most of all, see and hear what's really happening behind the headlines."*

IMEX in Frankfurt takes place at Messe Frankfurt from 16 – 18 May 2017.

Registration is free of charge and open online - [portal.imex-frankfurt.com/register.php?login=1](http://portal.imex-frankfurt.com/register.php?login=1)

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## RWANDA – SAFEST COUNTRY IN AFRICA & 9TH SAFEST COUNTRY IN THE WORLD SAYS WORLD ECONOMIC FORUM

Rwanda offers a high level of safety and security to all delegates. World Economic Forum report of 2017, ranked Rwanda as the number 9th safest country in the world and 1st in Africa and the country is increasingly becoming a destination of choice for international conferences and event organizers.

**Make Appointment at IMEX in Frankfurt**

The country has successfully hosted several high-level conferences such as the Africa Union Summit, World Economic Forum on Africa or the Global Africa Investment Summit. Upcoming events include the Transform Africa Summit in May 2017 and Africa Organization for Research and Training in Cancer in November 2017.

*"Rwanda presents excellent MICE infrastructure that fits your events and an array of iconic tourism attractions that offers special fascinations to visitors"* said Frank Murangwa, CEO of Rwanda Convention Bureau.

The country boasts of world-class Meetings Incentives Conferences Events/Exhibition Infrastructure, a mixture of International and

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### Hosted Buyer Invitation: MICE East Africa Forum & Expo 2017 8-10 June 2017, Addis Ababa, Ethiopia



The second edition of MICE East Africa Forum & Expo will take place from **June 8-10, 2017** at the Millennium Special Hall in Addis Ababa, Ethiopia. The three-day event 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 cities 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.

Join in the Addis Ababa site inspection on 7 June 2017 and the post tour to the Southern region of Ethiopia and the city of Hawassa!

**The Hosted buyer programme includes** round trip air tickets from selected gateways to/from Addis Ababa, Ethiopia, up to 4 night hotel accommodation during the show, free admission to the exhibition hall, the East Africa Innovation Center, the event's networking functions, food & beverage services of the event, ground transportation and a minimum of 25 valuable business appointments during the 3-day event.

Information on [micemm.com/index.php/hosted-buyer-events/mice-east-africa-forum-expo](http://micemm.com/index.php/hosted-buyer-events/mice-east-africa-forum-expo)  
Click here to apply: [survey.micemm.com/index.php/374368/lang-en](http://survey.micemm.com/index.php/374368/lang-en)

## CHINA: MACAO EXPANDS ITS CAPACITY AND SUPPORT

Macao's government recently launched two subvention programmes to accommodate the booming MICE industry and to better serve the needs of event owners and organizers. Both support programmes cover a range of eligible subsidies for event expenses, such as accommodation, food & beverage, speaker hosting, marketing promotion, and official event ceremonies.

What makes Macao unique as a MICE destination are the variety of large scale meetings venues and hotels, Macao's strategic location to one of the world's largest economic development regions and the convenience of getting to and around the city. Macao continues to expand its capacity and convenience with new integrated hotels opening in the convention precinct such as the Wynn Palace and the Parisian Macao. Still to come in 2018, the MGM COTAI (offering 1,400 rooms and suites, meeting space, boutique spas, retail and food & beverage outlets as well as the first International Mansion at MGM for the ultimate luxury experience); Morpheus, a new flagship hotel for the City of Dreams complex (780 hotel rooms, entertainment, international dining options, designer brands); and Grand Lisboa Palace consisting of two hotel wings – Grand Lisboa Palace Hotel and Palazzo Versace Macau (a collective 521,435 square meters with 77,158 square meters of parking, and a multi-purpose theater).

Macao's accessibility for regional and international visitors will get a major boost with the development of the new Hong Kong - Macao - Zhuhai link bridge and tunnel scheduled to open in 2018

For more information, please contact Macao Trade and Investment Promotion Institute.

[www.ipim.gov.mo](http://www.ipim.gov.mo) | [onestopservice@ipim.gov.mo](mailto:onestopservice@ipim.gov.mo)

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## ECUADOR, QUITO: GROUND BREAKING FOR THE NEW CONVENTION CENTER

A few weeks ago, construction began on Quito's Metropolitan Convention Center, an ambitious and strategic project in the heart of the capital's Bicentennial Park that will boost the city's offering as a leading destination for meetings, incentives, conventions & exhibitions at a regional and global level. This new build is set to be completed in the second half of 2018.

The new Convention Center will offer 28,000 square feet / 4,032 sqm of meetings spaces, ballrooms for private and large events, hotel and office buildings, recreational spaces, and an on-site arena.

The first phase of the project is expected to be completed in approximately 14 months and encompasses 16,443 sq ft / 2,368 sq m and includes two lobbies: one at 1,750 sq ft / 162 sq m and the other at 1,360 sq ft / 196 sq m.

When complete, the structure will include two exhibition spaces of more than 2,500 sq ft / 232 sq m with a capacity of over 4,000 people each, a multifunctional auditorium with a capacity of 800 people, an event space with 2,502 sq ft / 232 sqm with a capacity of 4,000 people, and several other work spaces.

The new convention center will be an important element of the city's MICE infrastructure and after detailed planning sessions, the new Convention Center follows the standards of the two leading international events organizations: the International Association of Conference Centers (IACC) and the International Congress & Convention Association (ICCA).

One of the most important features of the Convention Center is its ample capacity to host events. On average, the regular capacity for events in the city of Quito is of 300 people per event; the new Convention Center will host up to 12,000 people. Its large dimensions and eco-friendly technology will allow the facilities to host multiple events at the same time; increasing the efficiency and capacity of the premises.

Plans after finalizing the construction of the Convention Center include becoming an LEED-certified establishment by reducing greenhouse gas emissions, and using less water and energy.

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

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local hotel brands supported by an excellent business infrastructure and ease of air connectivity with the expansion of Rwandair (the National Flag Carrier) flying to over 22 destinations in Africa and opening new routes to USA and UK before the end of 2017. In addition, other International Airlines such as KLM, SN Brussels, Qatar, Turkish Airline, Ethiopia Airlines, Kenya Airways make Rwanda one of Africa's most exciting new convention destinations.

Rwanda offers an excellent year-round tourism experience and is renowned for its rich cultural and wildlife pre-and post-tour opportunities.

[www.rcb.rw](http://www.rcb.rw) or email [ronald.ngabo@rdb.rw](mailto:ronald.ngabo@rdb.rw)

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### MICE: destination

Looking for destination features? Please check the list below and download your required edition with one simple click on the link! And yes of course, you are welcome to pass a copy on to your colleagues too!

AFRICA	EDITION
<a href="#">Ethiopia</a>	<a href="#">3:2016</a>
<a href="#">Ethiopia</a>	<a href="#">5:2015</a>
<a href="#">Indian Ocean: The Maldives,</a>	<a href="#">5:2015</a>
<a href="#">Maurice, Seychelles</a>	
<a href="#">Mauritius</a>	<a href="#">1:2017</a>

### ASIA-PACIFIC

<a href="#">Asia - On Promotion: Malaysia,</a>	<a href="#">1:2016</a>
<a href="#">Singapore and Thailand</a>	
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<a href="#">Malaysia</a>	<a href="#">3:2016</a>
<a href="#">The Philippines</a>	<a href="#">2:2015</a>
<a href="#">Philippine Incentives</a>	<a href="#">3:2015</a>
<a href="#">The Philippines</a>	<a href="#">2:2016</a>

## JAPAN DESTINATION UPDATE

### HIROSHIMA'S VENUE HOTLIST

Hiroshima Convention & Visitors Bureau highlights special unique venues!

#### 1. HIROSHIMA MUSEUM OF ART

Enjoy a courtyard party, while appreciating the museum's excellent collection of French modern paintings, including works by Monet and Renoir.

[www.hiroshima-museum.jp/en/index.html](http://www.hiroshima-museum.jp/en/index.html)

#### 2. CRUISE SHIP GINGA, "GALAXY"

A cruise party to enjoy the scenic beauty of Seto Inland Sea and the Itsukushima Shrine lit up in the evening.

[ginga-cruise.com/sub10\\_english](http://ginga-cruise.com/sub10_english)

#### 3. TAKANOBASHI SHOPPING ARCADE

The Takanobashi Shopping Arcade in downtown Hiroshima allows visitors to shop, eat and interact with locals in a relaxed, friendly atmosphere. Takanobashi can host street party-style dinners complete with specially arranged cultural performance and food stalls.

[goo.gl/ZqbTk1](http://goo.gl/ZqbTk1)

#### 4. HIROSHIMA ORIZURU TOWER

It recently opened on 23rd September 2016.

Located just below the iconic Atomic Dome, Hiroshima Orizuru Tower features the orizuru (paper crane), the symbol of world peace Hiroshima seeks to realize. Hosting a party on the top and the 12th floors with a panoramic view across the city will make your event truly memorable.

[www.orizurutower.jp/en](http://www.orizurutower.jp/en)

### KOBE CITY CELEBRATES 150TH ANNIVERSARY!

The City of Kobe's growth has traced the path of its port, which was opened to foreign trade in 1868. In 2017, on the 150th anniversary of that historic decision, numerous events relating to ports and the oceans are scheduled.

As a fine natural harbor blessed with natural advantages, the Port of Kobe has been a bustling transport hub connecting Japan to other countries since long ago, and the port has become one of the world's leading ports for international trade.

The Techno-Ocean international convention on oceanic science and technology was held this past October. Exhibits included one of the world's most advanced sea exploration vessels. The convention drew large crowds, as the venue offered attendees from industry, academia and government, as well as the general public, the opportunity to deepen their understanding of the oceans.

The next convention, in 2018, will be held in Kobe as a joint event with OCEANS, the international conference organized by the IEEE Oceanic Engineering Society and the Marine Technology Society, both of which are oceanographic societies based in the United States.

Meanwhile, the Kobe International Port Conference will be held in February 2017, in commemoration of the port's 150th anniversary. The event will invite port managers from sister ports and friendship harbors from across the globe, particularly from the fast-growing ASEAN region.

The tentative theme for the conference will be "Port Logistics & Perspectives in a Globalized Society." The main topics on the agenda will include issues concerning logistics in Asia, cruises and port environments. Attendees will exchange ideas on these matters with the aim of building cooperative relationships between participating ports regarding Asia's development.

Many other commemorative events are also on the calendar for the port's 150th anniversary.

As an international port city, the City of Kobe will continue making contributions in various forms to the development of global maritime industries.

[plus.feel-kobe.jp](http://plus.feel-kobe.jp)

## MICE destination

### THE CARIBBEAN

Anguilla [3:2015](#)

Jamaica [1:2015](#)

Saint Lucia [4:2015](#)

### MIDDLE EAST

UAE, Dubai [1:2016](#)

### EUROPE

Malta [3:2016](#)

Madrid [2:2015](#)

Stuttgart, Germany [4:2016](#)

### NORTH AMERICA

USA - Greater Fort Lauderdale & Broward County Update [3:2015](#)

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## USA: SAN FRANCISCO TRAVEL INVITES PLANNERS TO "PICK TWO"

As if San Francisco's iconic vistas, world class dining, vibrant arts and culture scene and history of attracting record-breaking attendance weren't enough to tempt meeting planners, San Francisco Travel and 44 participating hotels are offering "Pick Two," a promotion that offers valuable incentives to planners booking during select dates in 2017 and 2018.

The four incentives are significant:

- One complimentary room for every 35 rooms consumed
- 20% discount on audiovisual services
- Complimentary welcome reception with a minimum of 10 rooms per night
- Free Wi-Fi in guest rooms and 50% off in meeting rooms

"San Francisco has been booming and open dates can be hard to find. For groups with a little flexibility in their dates, we have a lot to offer," said San Francisco Travel President and CEO Joe D'Alessandro.

"With Moscone North and South closed from April 7 through September 8, 2017 for a major expansion, 'Pick Two' helps planners find dates and save money on self-contained meetings in San Francisco that might otherwise be hard to find or unavailable. The participating hotels are highly desirable and range from luxury to landmark," he added.

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## NEW VENUE IN YOKOHAMA - OPENING IN SPRING 2020

The City of Yokohama has delightfully announced overviews and images of the new convention facility to be constructed adjacent to PACIFICO Yokohama, one of the largest convention facilities in Japan. The city plans its opening in spring of 2020.

The new multi-functional convention facility features total of ca. 43,000 square meters consisting of six levels and one underground level. The core part of the new convention facility is the multi-purpose hall featuring 6,300 square meters, which seats up to 5,900 pax in theatre style, accommodates 5,000 pax in buffet style and up to 2,300 pax for sit-down dinner. This spacious column-free carpeted hall can be divided into 8 parts according to the purpose, and is an excellent venue not only for plenary and convention but also suitable for reception and gala dinner.

Furthermore, the new convention center offers 42 meeting rooms in a variety of sizes, including 8 large meeting rooms, to accommodate any scales of international meetings.

The adjacent PACIFICO Yokohama boasts their all-in-one venue consisting of National Convention Hall with 5,000 seating capacity, Conference Center with 50 meeting rooms, Exhibition Hall of 20,000 square meters and a hotel.

The city of Yokohama aims to boost their competitiveness in international business events through the synergistic effects of adjacent two large-scale convention facilities.

For more information contact PACIFICO Yokohama - Pacific Convention Plaza Yokohama

[www.pacifico.co.jp](http://www.pacifico.co.jp)

The list of participating hotels and qualifying dates are available at [www.sftravel.com/article/pick-two-promotions](http://www.sftravel.com/article/pick-two-promotions). Qualifying dates are subject to change.

To take advantage of the "Pick Two" promotion, planners can submit a Request for Proposal at [www.sftravel.com/submit-rfp](http://www.sftravel.com/submit-rfp)

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MICE:destination



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