



SEPTEMBER 2017

PUBLISHERS NOTE

Dear Reader!

Usually the month of September is all about preparations for IMEX America and we do so this year as well. But at the same time, we're stunned by the damage to our planet and its people that nature is causing recently. My heartfelt sympathy is out with all of those being directly or indirectly touched by the many natural catastrophes we're seeing at the moment - the devastation caused by category 4 hurricane Harvey in Texas; hurricane Irma having literally destroyed some Caribbean Islands, the north shore of Cuba where it hit as a category 5 hurricane and now devastating Florida; and now hurricane Maria - as I am writing this made landfall on the island Dominica as a category 5 hurricane leaving devastation and is now threatening to hit the next islands on its course - a second extremely strong hit to some islands already devastated by Irma; not to forget the terrifying earthquake in Mexico with a magnitude of more than 8 - but also the horrible situation the extremely heavy monsoon season in south-east Asia has brought into this region where the massive flooding's are much worse than those caused by Harvey and Irma.

While it is difficult to identify the impact of man-made climate change, global warming/climate change will bring more catastrophes, such as hurricanes Harvey and Irma, simply because the Atlantic waters are heating up during the hottest season in the region - and just 1 or 1.5 degrees of higher water temperature makes a huge difference in hurricane strength.

Isn't it time to think of what we - in the sense of every single one of us - might do to help stop or at least slow down this effect? Certainly, once we think carefully about it - we'll find some of the small things we can do to be more environmentally conscious - and most of the little changes don't even reduce our own personal quality of life.

We'll catch up on the impacts to our industry in the different regions touched by these catastrophes and keep you updated when information becomes available. Should you possess latest information - please share it with us!

Meanwhile, we're bringing several hosted buyer events to your notice - you are most welcome to apply for these programmes. These include:

- » World MICE Day in Qingdao, China, October 25 to 27
 - » MITM Americas & Cultourfair in Santo Domingo, Dominican Republic, November 14 to 17
 - » MICE West Africa in Accra, Ghana, November 23 to 25
- Due to technical problems, the event website on www.micewestafrica.com is currently unavailable. The show organizer confirmed that this issue will be fixed shortly. Hosted Buyer Application is open.

Please find the information below. You are most welcome to share this edition of Newsflash.

Best regards

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Trendy topics being discussed in Berlin

Berlin is considered a major center for science and start-ups in Europe and is a sought-after location for events that deal with the global future. Berlin's meetings industry not only offers high-quality service, it is also closely linked to the city's technology and science scenes. This makes the city an ideal venue for future-orientated events. More than 11.5 million participants traveled to 137,500 events last year in the German capital (both +2 per cent). 27,500 events of an international character were held in 2016, an increase of 500 events. A new service by the visitBerlin Berlin Convention Office is the Berlin Speakers Pool which helps event organizers find suitable speakers, local experts or moderators for their program. The Meeting Guide Berlin and a convention kit is integrated into convention.visitBerlin.com. This extensive search engine lists offerings for event planners.



© Getty Images: querbeet

Make
Appointment

Berlin is represented at IMEX America from 10th to 12th October, booth B2623.

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LAST SEATS! HOSTED BUYER EVENT: MITM AMERICAS & CULTOURFAIR 2017 – SANTO DOMINGO, DOMINICAN REPUBLIC

14 – 17 NOVEMBER 2017 AT THE HOTEL EMBAJADOR, SANTO DOMINGO

LAST SEATS AVAILABLE FROM FRANCE, AUSTRIA, SWITZERLAND AND MIAMI, USA!

REGISTER NOW!

The preparations for the 21st edition of MITM Americas & 7th de CULTOURFAIR are in full swing! The international trade show pioneer MITM Events is ramping up for the next edition of its successful B2B event in the Americas and the Caribbean. Up to date more than 400 hosted buyer applications from 59 countries have been received and only highest-level buyers have been approved to participate.

La Asociación de Hoteles de Santo Domingo (AHSD) and el Ministerio de Turismo de República Dominicana will be hosting the 21st edition of MITM AMERICAS & 7th CULTOURFAIR in Santo Domingo, Dominican Republic.

MITM & CULTOURFAIR are pioneer trade fairs in the B2B concept in the Americas, the Caribbean and Europe, addressing exclusively professionals of cultural travel and in the meetings industry. For this event, a few hosted buyer spaces remain available for different destinations and interested exhibitors should contact the organizer without delay to participate in this highly successful event.

Throughout 23 years GSAR Marketing has contributed to the consolidation of numerous destinations in the MICE & Cultural sectors with its three specialized trade shows. Hosted buyers are carefully selected through a rigorous quality control process and only buyers with high business potential are approved. The efficiency during the event is assured, pre-established appointments have a 99.9% attendance rate and buyers and exhibitors may conduct up to 50 meetings during the show hours and the official networking program.

Find more information on www.mitmevents.com/mitm-ame-cul-2017-en.html

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IMEX AMERICA ANNOUNCES DATES AND VENUES UP TO 2025, CONFIRMING MOVE TO SEPTEMBER IN 2019 AND 2020

The IMEX Group – organizers of IMEX America – have announced the dates and locations for their industry leading Las Vegas show through 2025.

Ray Bloom, Chairman of the IMEX Group said, "We know that our industry partners from across North America and around the world plan numerous activities and co-located events around IMEX America. In addition, the fall is a very busy period for the industry. As a result, we felt that it was important to give the industry as much notice as possible with regards to our dates and venues going forward to assist with their own planning."

"In particular, we wanted to remind the industry that we will be moving from our usual October dates to September for two (2) years in 2019 and 2020."

In addition to confirming the dates, the IMEX Group has also announced that from 2021, after ten successful years at the Sands Expo & Convention Center, IMEX America will move to the Mandalay Bay Convention Center.

Ray went on to explain, "The Sands Expo team have been wonderfully supportive partners since well before our inaugural show in 2011 and we are looking forward to four more successful shows working with them, through 2020. Their contribution in helping us to establish IMEX America in Las Vegas as the event where everyone from our industry, from the USA and worldwide, gathers each fall has been invaluable. We are incredibly grateful for their partnership and are looking forward to continuing that partnership for many years into the future."

"However, we were not able to lock in space from 2021 onward. Therefore, after celebrating ten years working together and enjoying a fantastic relationship with the Las Vegas Sands team, we shall be moving to Mandalay Bay. We look forward to establishing successful partnerships with the Mandalay Bay and MGM Resorts International teams and we know that their world-class facilities will be an equally fitting home for the show."

Long standing IMEX partner, the Sands Expo, commented, "As the leader of the meetings and tradeshow industry, we always felt that Las Vegas Sands was the perfect partner to assist in the launch of IMEX," said Chandra

CZECH REPUBLIC: PRAGUE CONGRESS CENTER PRESENTS THE NEW EXHIBITION HALL AND PANKRÁC SQUARE

The International Architectural and Urban Competition of the New PCC has its winner and the public knows the winning design for the completion of a new exhibition hall for the Prague Congress Center and its surrounding area.

"For a long time, the Congress Centre has been unable to meet high demands for exhibition and congress areas, and therefore it needs a new hall. However, it is also important to address the entire area around the Prague Congress Centre so that it can serve more efficiently to people. We received a lot of designs and I am glad that a lot of them were of high quality and I believe that we eventually really picked the best one." says Prague Mayor Adriana Krnáčová.

The first prize was awarded to the design of a young OCA studio from Barcelona run by Marc Subirana, Hernan Lleida Ruiz, Biela Susanna and Bernard Garcia. The second prize was received by Francisco Jorquera's team from Palma de Mallorca.

An eleven-member jury, with its chairman, architect Petr Hlaváček, chose from the received anonymous designs of 76 teams from 23 countries in the two-round, open and worldwide competition. This represented the work of at least four hundred architects, planners, engineers and other professionals. All designs will be exhibited in the Prague Congress Center from 13th to 19th September and 23th September to 5th October 2017, South foyer, entrance 10, daily from 12-7 p.m.

The jury consisted of representatives of PCC and international architectural professionals. Petr Hlaváček summarized their collective work: *"... In spite of the great diversity of the approaches of individual jurors, we largely acted in concord. I suppose that when a jury agreed on one design, it has the potential to captivate the public and other participants in the process."*

Elia Zenghelis, co-founder of the famous OMA office and currently a professor at Yale School of Architecture, said about the winning team after the competition: *"The original building of the Prague Congress Centers has to deal with the identity of a very impressive monument of the Communist era, which must be re-formulated. This includes a new look, a position within the city and a connection to a complex traffic situation. This complexity has been mastered by the authors of the winning design."*

From the 76 proposals mentioned above, the jury selected the best six in March. These further elaborated their designs for the second round. In addition to receiving the financial reward, the creators of the awarded designs will be invited to further negotiation procedures without a publication in which the contract assignment will be decided. The four other teams will receive a sketch fee for participating in the second round.

www.kcp.cz

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ITALY: "YES MILANO" - THE NEW BRAND TO PROMOTE MILANO AND ITS INTERNATIONAL EVENTS.

Milan in 2018 will be an even more vital city, able to fascinate those who live it every day and attract those who choose it for leisure, those who reach it for work and those who want to invest in creating new business. Culture, art, fashion, design, movie, music, food, photography, architecture, literature.

2018 will be marked by thematic weeks and weekends. It starts in January and February with the men's and women's fashion week.

In April, a historic appointment with the Salone del Mobile and Fuorisalone, which has pioneered the model of events spread throughout the city and has been taken as an example for weekly events, as well as Book City for those that develop over the weekend.

There will be also music, with Piano City in May and Music Week in November, and food with Food City in May.

www.conventionbureaumilano.com

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Allison, senior vice president of sales for The Venetian, The Palazzo and Sands Expo. *"It has been a pleasure helping IMEX grow to become one of the most successful annual events for meeting professionals. The show has evolved, and so has the industry. We recognize this is the right time for the show to move to its next destination. We look forward to continuing our partnership and support of IMEX America in Las Vegas for many years to come."*

Talking about their excitement in hosting the show in the future, MGM Resorts International and Mandalay Bay commented, *"We are honored to partner with IMEX America and to keep such a prestigious industry event in Las Vegas. As an active supporter of IMEX, MGM Resorts International is excited to create new experiences for attendees at Mandalay Bay. We will continue to showcase the city of Las Vegas and MGM Resorts International as the leading meeting and events destination"* said Stephanie Glanzer, CMP, Vice President Sales of Mandalay Bay.

DATES AND LOCATION SUMMARY

The dates and venues for IMEX America for the next eight years will be:

- » 2018: October, 16-18 @ Sands Expo
- » 2019: September, 10-12 @ Sands Expo
- » 2020 September, 15-17 @ Sands Expo
- » 2021: November, 9 -11 @ Mandalay Bay
- » 2022: October, 25-27 @ Mandalay Bay
- » 2023: October, 10-12 @ Mandalay Bay
- » 2024: October, 8-10 @ Mandalay Bay
- » 2025: October, 7-9 @ Mandalay Bay

IMEX America, America's worldwide exhibition for incentive travel, meetings & events, will take place from October 10 - 12, 2017 at the Sands Expo and Convention Center at The Venetian and The Palazzo, preceded by Smart Monday, powered by MPI on October 9.

Further details about the show can be found on the new-look website www.imexamerica.com

MITMAMERICAS
CULTOURFAIR

November
14-17

Attend World MICE Day 2017 as a Hosted Buyer!

October 25-27, 2017 - Qingdao, China

150+ exhibitors
400+ hosted buyers
2,000+ trade visitors

Educational Streams

- | | |
|--------------------------|---|
| 1 Main Conference | 2 Concurrent Forums |
| 3 Education | 4 Career & Business Development Events |
| 5 Exhibition | 6 Social & Culture Events |

World MICE Day 2017 provides organizers of events - in China and International - with a professional business and networking platform. Stay up-to-date with the latest development of the MICE Industry in China. Buyers and suppliers alike may forge long lasting relationships to driving business forward!

The extensive educational streams are designed for delegates of all experience levels to broaden their professional know-how and network with potential partners.

[Join in WMD-2017, find your best partner here!](#)

WMD-2017 Hosted Buyer Benefits include:

- » Economy class return flights provided*
- » 3 Nights Accommodation*
- » Coach Transfers: from and to the airport, hotel and venue
- » Personalized Appointment Schedule with exhibitors
- » Online Diary - make and accept exhibitor appointments prior to WMD
- » Access to all Social Events
- » Qingdao City Experience showcasing attractions, venues, infrastructure and event services
- » Exclusive Hosted Buyer Lounge access

* except for local buyers

Detailed information and application on www.worldmiceday.com

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USA, - HURRICANE IRMA – AFTERMATH

FLORIDA KEYS TEMPORARILY CLOSED TO VISITORS AS INFRASTRUCTURE EVALUATION AND REPAIRS ARE UNDERWAY

In the wake of Hurricane Irma's impact on the Florida Keys, infrastructure repairs and restoration efforts are underway, according to Keys officials.

While residents and business owners were permitted back into the Upper Keys on Tuesday, visitors have been asked to postpone any near-term plans to vacation in the island chain.

Some areas of the Keys are likely to be ready to accommodate visitors before others. An exact reopening date for all regions is not yet known, but Key West city officials expect their island will open by Fantasy Fest, the annual costume and masking festival that is set to start Friday, Oct. 20.

Both Keys airports' runways are available for aircraft, but commercial service to Key West International Airport has been suspended until electricity and water have been restored. Charter and general aviation at Florida Keys Marathon International Airport are suspended until further notice. The airports are being used as incoming staging areas for relief supplies and personnel.

Travelers who had near-term reservations should contact their airlines and hotels to change plans.

Some regions of the Keys were impacted more than others and damage at Keys accommodations' facilities varies from no impacts, except for landscaping, to severe damage because of storm surge. Assessments are still being executed, but it is believed that most tourism facilities will return to operations soon after the restoration of power, water and communications.

The Florida Department of Transportation has inspected all spans on the Florida Keys Overseas Highway and deemed them safe. A few locations of the highway are being repaired due to storm surge and those repairs should be completed quickly.

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
Ethiopia	3:2016
Ethiopia	5:2015
Indian Ocean: The Maldives, Maurice, Seychelles	5:2015
Mauritius	1:2017

ASIA-PACIFIC

Asia - On Promotion: Malaysia, Singapore and Thailand	1:2016
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Philippine Incentives	3:2015
The Philippines	2:2016

THE CARIBBEAN

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Saint Lucia	4:2015

MIDDLE EAST

UAE, Dubai	1:2016
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EUROPE

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NORTH AMERICA

USA - Greater Fort Lauderdale & Broward County Update	3:2015
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IMEX AMERICA: PREPARE YOUR SNEAKERS FOR THE IMEXRUN ON OCTOBER 11TH

Now in its 6th edition following successful events in Frankfurt and Las Vegas since 2015, the IMEXrun will be once again the stage to accelerate business opportunities business via networking in a fun run at the Fabulous Las Vegas

As usual the IMEXrun, will take place early in the morning of the second day of IMEX. The run is developed and organised by events

The Upper Florida Keys between Key Largo and mile marker 74 are currently under a 10 p.m. to dawn curfew. Remaining areas of the Keys continue to observe a dusk-to-dawn curfew.

As more details become available, they are to be posted on fla-keys.com as well as monroecountyem.com and the Monroe County Website at monroecounty-fl.gov.

A dedicated informational website has been established at KeysRecovery.org

Facebook: facebook.com/KeysRecovery

Twitter: [#keysrecovery](https://twitter.com/keysrecovery)

GREATER MIAMI AND THE BEACHES ARE OPEN AND WELCOMING TRAVELERS

The Greater Miami Convention & Visitors Bureau (GMCVB) announces that Miami and the Beaches is open for business and welcoming visitors. A live look at Greater Miami and the Beaches is available at link here: www.MiamiandBeachesWebcams.com. While the destination's tourism industry comes back online, the Greater Miami Convention & Visitors Bureau's thoughts and prayers are with the Florida Keys, Caribbean and Florida's West Coast.

- » Hotels: Nearly all hotels in the destination suffered minimal to zero damage and many are extending special rates in the wake of the storm. Please check with individual hotel properties for more information on these offers.
- » Miami International Airport is fully re-opened and airlines have resumed most of their normal scheduling. Travelers should check with their carriers for the most up-to-date information on flight itineraries.
- » PortMiami operations are back to normal. Cruise passengers should contact their cruise lines directly for the latest information on cruise itineraries.
- » Visitor Centers: 21 out of 22 Visitor Centers are currently open. A complete list of visitor centers is available on the GMCVB website.
- » The Miami Beach Convention Center (MBCC), already undergoing an extensive \$615-million renovation, experienced no exterior damage. The MBCC team is assessing the site to determine to what extent, if any, the MBCC sustained damage.
- » Restaurants: The majority of restaurants are open and welcoming guests. Several restaurants are extending special rates in the wake of the storm. Please check with individual restaurants for more information. Many restaurants in the Miami Spice Restaurant promotion have extended their Miami Spice offers through October 31, 2017
- » Attractions: Visitors and locals are already enjoying the destination's many assets, including pristine beaches. A few of Miami's attractions were impacted by Hurricane Irma. Please check with individual attractions for an update on their status.

The Greater Miami Convention & Visitors Bureau (GMCVB) is committed to the safety and well-being of all its visitors. The GMCVB remains in constant contact with city officials to provide both current and potential visitors to the Greater Miami area with the most recent and accurate information.

For the most current updates regarding developing travel conditions, visit www.miamiandbeaches.com/travel-weather-advisory and follow the GMCVB on Twitter at [@MiamiandBeaches](https://twitter.com/MiamiandBeaches).

www.miamiandbeaches.com

GREATER FORT LAUDERDALE'S TOURISM INDUSTRY REBOUNDS AFTER HURRICANE IRMA

The Greater Fort Lauderdale Convention & Visitors Bureau is pleased to advise the destination is no longer under any weather watches, warnings or advisories following Hurricane Irma. The Florida east coast destination fared well as the storm moved away from the area in a more southwesterly direction on Sunday, September 10, and winds began to lessen. Weather conditions are currently good and cleanup efforts are underway, with some businesses and residents still without power.

Fort Lauderdale-Hollywood International Airport and Port Everglades resumed operations after a 2 day closure. Four cruise ships that were delayed due to the storm are scheduled to return to Port Everglades this week. The Greater Fort Lauderdale/Broward County Convention Center is fully operational.

Many of Greater Fort Lauderdale's hotels remained open during the storm providing shelter and accommodations to visitors and residents. Hotels along the area's coast line have reported no damage and are in the process of reopening by the end of this weekend as power is restored, per Florida Power & Light.

by tlc an experienced events agency, driven by its strong belief in the unique ability that sports and the promotion of a healthy lifestyle have, to enhance corporate responsibility and personal development.

New for this edition is the addition of team sponsors Hilton and GES along with Switzerland Convention & Incentive Bureau. The run takes place on October 11th, 2017 at 06:30 and the run is open to all IMEX participants.

"We are excited to be working with events by tlc once again to organise the IMEXrun. The IMEXrun has become an important part of the IMEX experience for hundreds of our exhibitors and attendees. It's a great way to kick off the middle day of IMEX, shake off the cobwebs and get energised before a busy day on the show floor. I'm always so impressed by the amazing, positive atmosphere at the run and encourage those who haven't tried it before to get up early and get down there. Even if you're not a runner, you won't regret it!" says Carina Bauer, CEO of IMEX Group.

Steve Holst from GES, states: *"The IMEXrun is always an event highlight for the GES team. Getting outdoors and taking in the sights while running with others in the industry is a terrific change of pace during a very productive and busy week."*

Toni Zoblotzky, Hilton Sales Director, states: *"At Hilton we understand the importance of sustainable, impactful and healthy choices in everyday life, and the need to incorporate those choices into one's schedule even when traveling for a meeting or convention. We are pleased to sponsor this year's IMEX 5K Fun Run as a reminder to IMEX attendees of the importance of nurturing the mind, body and soul even while away from home."*

The IMEXrun is an important part of IMEX's "Be Well at IMEX" initiatives. These include a selection of health & wellbeing education sessions.

www.imexamerica.com

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IACC ANNOUNCE NEWLY ELECTED EUROPEAN PRESIDENT

IACC, the industry's leading association for small to mid-sized global meeting focused venues, has today announced the appointment of Lotta Boman as the IACC European President.

With 30 years' experience in the hospitality and events industry, Boman became associated with IACC in 2007, as Vice CEO of the Stora Brannbo Conference & Hotel venue, an IACC certified venue; Lotta went on to join the IACC board as an active member in 2011. Alongside

"We are blessed for sure," said Stacy Ritter, President/CEO of the Greater Fort Lauderdale Convention & Visitors Bureau. "The storm was bigger than ever imagined and very concerning for our visitors and 1.9 million residents. Broward County was well prepared with emergency services, and cleanup activities are taking place throughout the area. The high-code standards of our many new buildings showed that good construction pays off. We expect to be back to normal operations and welcoming vacationers and scheduled meetings and conference attendees shortly."

www.sunny.org

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USA, NEW ORLEANS: LOUIS ARMSTRONG NEW ORLEANS

INTERNATIONAL AIRPORT ANNOUNCED EXPANSION PLAN TO NEW TERMINAL

The Louis Armstrong New Orleans International Airport has announced an expansion to the plans for the new terminal, currently under construction, bringing the total number of gates from 30 to 35. The plans include a 2,190-car parking garage, a central utility plan and a ground transportation area.

- » The new terminal is now set to open February 2019.
- » The five-gate expansion and new opening date comes as the airport has exceeded all passenger enplanement targets and added new international airlift to Europe and South America.

The airport has added new direct flights:

- » Frontier Airlines announced four new nonstop flights out of New Orleans.
 - » Austin, Texas. Flights depart and return to New Orleans Tuesday, Thursday and Sunday, beginning October 5th, 2017.
 - » Islip, NY. Flights depart New Orleans Tuesday and Thursday and return Sunday and Tuesday, beginning October 6th, 2017.
 - » Providence, R.I. Flights depart and return to New Orleans Tuesday, Thursday and Sunday, beginning October 5th, 2017.
 - » San Antonio, Texas. Flights depart Wednesday and Friday. Flights return to New Orleans Monday, Wednesday, Friday and Saturday, beginning October 6th, 2017.
- » Delta Airlines announced a seasonal, twice weekly, nonstop flight from Boston to New Orleans beginning February 10th, 2018 and running through April 1, 2018.
- » Alaska Airlines announced a daily, nonstop flight from San Francisco to New Orleans beginning September 21st, 2017.
- » Spirit Airlines announced four new nonstop flights to New Orleans, all beginning November 9th.
 - » Boston – departs daily.
 - » Newark, N.J. – departs daily.
 - » Tampa, Fla. – departs daily.
 - » Minneapolis/St. Paul, Minn. – departs four times per week on Monday, Wednesday, Friday and Saturday.
- » Southwest Airlines announced a new nonstop flight from Sacramento, Calif. to New Orleans beginning March 10th, 2018. The flight will only be available on Saturdays.
- » New Orleans' latest luxury hotel, the NOPSI Hotel, opened July 6th.
- » NOPSI, which stands for New Orleans Public Service Inc., is in the former headquarters of the city's power and transportation company, which was constructed in 1927.
- » Located in the Central Business District, the nine-story building features 217 guestrooms, including 76 suites, a regionally inspired restaurant, 14,000 square feet of indoor and outdoor meeting space, and a sophisticated rooftop pool and bar.
- » Public Service, the NOPSI Hotel's signature restaurant, officially opened its doors on July 6th.
 - » Chef Dustin Brien leads the culinary team as the chef de cuisine of Public Service, previously the executive chef of Salú.
 - » The restaurant's menu features contemporary cuisine that highlights local and seasonal ingredients, prepared in an open-display kitchen with the addition of a modern raw bar and open-flame rotisserie.
 - » Public Service is open for breakfast, lunch and dinner daily, and serves brunch on Saturdays and Sundays.

www.neworleanscvb.com

her commitment as IACC's European President, Lotta owns and is CEO of Sigtunahojden Hotel & Conference in Sweden, an IACC certified venue.

Lotta commented: *"It's an honour to be elected to lead the European chapter of IACC, representing some of the brightest minds in the industry. The coming year brings many exciting projects, and I'm looking forward to working with both our experienced board members and new members, who will no doubt bring innovative ideas and new skills to the table. It's both exciting and a privilege to be part of the association that leads the way in the industry."*

Over the next year, Lotta's leadership will be focusing on key areas such as creating more opportunities for members to come together and share their industry insights, the annual Meeting Room of the Future initiative, The Copper Skillet competition, as well as the global staff exchange programme.

www.iacconline.org

UNICEO® ANNOUNCES A MAJOR PARTNERSHIP WITH IBTM WORLD

With this partnership, UNICEO® is willing to offer its Members the possibility to meet & share with other corporate event Leaders and communicate about the 2018 European Congress. During the event, UNICEO® will also lead a conference about Return on Investment and organize a Leaders Meeting in Barcelona.

Debora Piovesan, Vice President at UNICEO, explains: *"IBTM is one of the leading Trade Shows in the sector and a key meeting point for "Meetings Industry" stakeholders. They are constantly striving to improve their education program which this year feature several sessions of interest for our Members. Furthermore it is an excellent platform for networking that enables us to communicate globally."*

Kerry Prince, Portfolio Director, ibtm events, says: *"Our customers and partners are at the heart of everything we do and we place great importance on establishing and maintaining strong connections with the corporate community UNICEO represents. We are delighted that UNICEO has chosen ibtm world as a conduit to strengthen its development in Europe and we hope the event is a huge success for them."*

IBTM World takes place in Barcelona, Spain from 28 to 30 November 2017.

www.uniceo.org - www.ibtmworld.com