



THE ASSOCIATION
MAGAZINE

BUILDING BRIDGES IN THE MEETINGS INDUSTRY

Headquarters

APRIL 2017 - N° 29

ASIA PACIFIC

Interview

PREMA COORAY

AT THE FOREFRONT OF
INNOVATION IN SUSTAINABILITY
IN ASIA



**DESTINATION
FOCUS**

SRI LANKA
AUSTRALIA
NEW ZEALAND



DUBAI RECEIVES THE BESTCITIES WITH ALL DUE POMP AND CIRCUMSTANCE

One of the major developments in the meetings industry took place about ten years ago, when high profile alliances were set up between suppliers.

Text Marcel A. M. Vissers

There are several success stories, as well as a few failures. The example of "The BestCities" has always given me food for thought. How dare a city call itself the best, I wondered? Why, for example, was Madrid admitted as a member in early 2017? After my visit to The BestCities Global Forum at the end of last year in Dubai, I think that I have identified a few reasons.

THESE ARE LONG-TERM LEGACIES, WE ARE TALKING ABOUT LONG-TERM LEGACIES HERE

Steen Jakobsen, the Director of Dubai Business Events and our host, has always believed that strong and well-organised convention bureaus are the way forward. He delivered a very strong keynote speech in which he stated that "Dubai Business Events is delighted to be hosting the BestCities Global Forum. The city is the ideal backdrop for an event that

promotes innovation and legacy development, which are both crucial to associations' future success and growth. In recent years, Dubai Business Events has worked closely with several international association meetings to help develop long-term legacies, both for the emirate and the organisation. As legacy is also a core element of World Expo2020 Dubai, the Forum is the ideal opportunity for delegates to gain a better insight into the Expo team's legacy planning ahead of this prestigious global event." Dubai also relies on strong structures, combined with exceptional organisational flair. The 2017 Global Forum is a nice example of how to organise a convention. I felt extremely at ease thanks to our Forum Facilitator, Hazel Jackson. What a remarkable woman! The speakers' panel had been carefully picked. But the presence of about 30 executives from 23 international organisations also proved very innovative and fascinating, in my opinion. They included the World

Autism Organisation, the Alzheimer's Association, the International Astronautical Federation and the World Environmental Education Congress to name but a few.


A FORUM THAT GIVES THE BEST OF ITSELF

One of the major qualities of the annual Forum is that it excludes leisure. The location always determines the next steps. In 2017, the event was held in the impressive JWwê Marriott Marquis hotel. The purpose of this four-day session is to generate opportunities for future collaboration with peers from around the world. I talked to various delegates and it struck me that they all agree that the alliance is very reliable. They often consider it a reference framework for evaluating conventions, and comparing destinations with each other. Ultimately, though, the idea is to see in which city an international convention will thrive. BestCities





guarantees them high-profile services, which is why they have set such strict admission rules. But the Forum is also a great opportunity for associations to establish relationships with local industry contacts, along with the network of BestCities partners. The Forum also always invites prominent speakers, who are experts in a specific field. For instance, I was pleasantly surprised by **Oliver Martin, Partner at Twenty31 Consulting, who is a destination management expert and who had the following to say:** *"During my career I have worked with over 50 national and regional tourism boards, helping them to identify unique opportunities for their destinations and develop strategic branding plans for future success. In my Global Forum session, I want to discuss the links between tourism and economic development and how the attending association delegates and BestCities partner cities can work together and build potential lasting legacies for their international meetings and host destinations."*

In my opinion, he could have better highlighted the difference between tourism and the meetings industry in his presentation. Associations tend to not really like the word tourism, as it reminds them too much of leisure. What is important to remember is that both industries have a major impact on a country's or city's prosperity. Not just on the economic level, but in countless other vital sectors in society. 

THE LATEST NEWS


BESTCITIES WELCOMES MADRID TO ITS GLOBAL ALLIANCE

Earlier this year, the Spanish capital's Madrid Convention Bureau was accepted as the alliance's newest member and is expected to become a full partner in spring 2017. Why?

BestCities Board Chair, Jonas Wilstrup, the Convention Director of Wonderful Copenhagen Convention Bureau said: *"Madrid is one of the most established and vibrant conference destinations in the world and we are proud to welcome them into our alliance."*

The combination of the MCB's exceptional work by MCB, with Madrid's outstanding meeting venues, modern infrastructure and rich culture, make it the ideal candidate to join the BestCities family.

Madrid was ranked 5th in the world by the ICCA International Congress rankings and voted "2016 Best MICE Destination" at the 2016 IBTA Business Travel Awards, making the MCB one of the world's most experienced and successful convention



BestCities
GLOBAL ALLIANCE

When the world wants to meet
we set the standard

The BestCities Global Alliance is an international network of 12 leading convention destinations around the globe. The members' convention offices all share the same commitment to offering special standards of service. Members include Berlin, Bogotá, Cape Town, Copenhagen, Dubai, Edinburgh, Houston, Madrid, Melbourne, Singapore, Tokyo and Vancouver.

Information: the BestCities Global Forum will be held this year in December in Tokyo. Contact Jane Cunningham for further information: jane.cunningham@bestcities.net

bureaus. In 2016, the city hosted 14,283 meetings, welcoming over one million delegates.

Some of the high profile events that will be coming to Madrid in 2017 include the Annual European Congress of Rheumatology ESMO 2017, the European Congress of Medical Oncology EULAR 2017 and the 54th European Renal Association and European Dialysis and Transplant Association congress.

David Noack Pérez, Director of Madrid Convention Bureau said: *"Everyone feels at home in lively and friendly Madrid. But it is also a safe and comfortable city where business and leisure are equally enjoyable. Its amazing artistic and natural heritage, cutting-edge transport network, quality accommodation, fine cuisine and the passion of our locals as they enjoy our city's day and night life make Madrid one of the most attractive cities."*

<http://www.bestcities.net/>



THE ASSOCIATION
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STAY TUNED!



REJUVENATE & STRENGTHEN

MARCEL A.M. VISSERS
EDITOR IN CHIEF

Good News. I just appointed Vikas Tembhare as our new Magazine Manager for Asia-Pacific. His office is based in Dubai and he will be also in charge for the Gulf States. He will be assisted by the well-known MICE journalist Ms Katie Lau. This good news is a reason for me to share with you an enthusiastic story.

I enjoy working with talented young people. I admire their enthusiasm and their laidback style of communication. I am hugely inspired and motivated by young professionals and I like to think that I can do the same for them. Combining fresh ideas and the power to break the waves with experience and familiarity in my opinion provides an excellent basis for achieving great plans. This combination energises teams, fostering job satisfaction and inventiveness while also providing a solid foundation for the company. Since the radical restructuring of my own company, I feel that we have such a team! The engine got a good servicing and now has the power and the dynamics to grow faster. I wholeheartedly embraced this opportunity for change and set about creating a working environment for seven young people. We now are a multicultural team that can't wait to offer quality, to innovate and to explore new horizons. I truly enjoy the pride that this team feels for each other, for our readers and for our clients. I often hear people in the meetings industry say that we should give the younger generation a chance. But do we really? And if you do, then ask yourself "How should we deal with young people"? Management experts believe we should discuss "How to become attractive to each other (the older crowd to young people and vice versa)?". As time goes by, older employees seem to become less appealing while the younger generation feel that they are not appreciated, often expressing their discontent about managers who behave like schoolteachers.

My second conclusion about the meetings industry is that we should discuss leadership styles more. I myself firmly opted for the horizontal management style, in which the group, and not the manager holds centre stage. This leadership style aims to create more individual space and freedom, more involvement in the end result. But above all, it focuses on the employee's own and shared responsibility. This dynamic paves the way for an entirely different vision of each other, for a new kind of collaboration. Shaping a new company together, even though it was founded 30 years ago. It is possible and I feel very good about what is happening. I also want to thank **Jesus, Vivian, Elise, Katie, Saïd, Vikas and Ghadisha** for the amazing kick-off with the new team. And to make sure our endeavour is successful, I intend to invest in the following:

1. Appoint more foreign representatives to be closer to our readers and clients (Dubai, Australia and New Zealand and Boston for North America).
2. Reduce the number of printed copies (one printed magazine for every association, supplemented with five online magazines). We are working with one of the leading digital media producers for this.
3. A sizeable investment in the database, which will further develop in a protected iCloud environment, where it will be enriched with plenty of data.

**DEAR HQ READER, DEAR HQ
CLIENTS, CAN YOU TELL A FRUITFUL
SEASON IS COMING?**

MORE STORIES ON WWW.MEETINGMEDIAGROUP.COM

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Editor in Chief
Marcel A.M. Vissers
T. +32 (0)3 226 88 81
marcel@meetingmediagroup.com

Magazine Manager for Asia Pacific
Vikas Tembhare
T. +971 567 547 769
vikas@meetingmediagroup.com

Magazine Manager
Jesús Guerrero Chacón
T. +32 (0)2 761 70 52
jesus@meetingmediagroup.com

International Sales Manager
Vivian Xu
T. +32 (0)489 550 485
vivian@meetingmediagroup.com

Editor
Katie Lau
T. +32 (0)483 622 482
katie@meetingmediagroup.com

Contributing Editor
Jennifer Salsbury
T. Australia: +61 402 785 746
jennifer@meetingmediagroup.com

International Sales Assistant
Elise Mazzarini
T. +32 (0)2 761 70 54
elise@meetingmediagroup.com

Worldwide network of representatives
Inquiries: sales@meetingmediagroup.com

Finance & Accounting
T. +32 (0)3 226 88 81
finance@meetingmediagroup.com

Design & Print
3 Miles Up
T. +32 (0)497 44 28 95
olivier@3milesup.org



Headquarters Magazine ASIA Pacific
Representative Office
P. O. Box 128019
Dubai, United Arab Emirates
T. +971 567 547 769
Headquarters Magazines Pte Ltd
1 Scotts Road, #21-07
Singapore 228208

Subscriptions
65€ in Belgium / 75€ in the EU
95€ in the rest of the world

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1

ADNEC LAUNCHES INNOVATION LAB TO PROMOTE **CREATIVITY, INNOVATION IN BUSINESS TOURISM**

Sheikh Abdullah Bin Zayed Al Nahyan, Minister of Foreign Affairs and International Cooperation, officially inaugurated the Innovation Lab at Abu Dhabi National Exhibitions Company (ADNEC) as part of sustained efforts to instil a workplace culture based on creativity and innovation.

Dedicated and accessible to all employees and departments across ADNEC, the Innovation Lab aims to shape a platform for brainstorming and effective decision-making at ADNEC.

The Innovation Lab will host specialised, interactive sessions and workshops that leverage creative tools to inspire ground-breaking ideas and find solutions for evolving industry challenges.

WWW.ADNECGROUP.AE

4

SRI LANKA IS OPEN FOR ASSOCIATIONS

With the present Government focusing on boosting MICE tourism in Sri Lanka, the Sri Lanka Convention Bureau (SLCB), the only national arm to promote MICE tourism in Sri Lanka, launched a special supplement on Sri Lanka MICE facilities targeting the Association Meetings Market in Europe last year. The Association Meetings market covers a wide range of event types and categories such as medical meetings (the largest segment), scientific meetings, other academic meetings, trade organization meetings, meetings of professional bodies and social groupings. "Sri Lanka has huge potential to tap into this lucrative market and SLCB is gearing up in full force to tap this market for the year 2017," said SLCB Chairman Prema Cooray.

WWW.VISITSRI LANKA.NET

2

MICE TOURISM WORKSHOPS IN BATUMI AND TBILISI, GEORGIA

MICE tourism expert Harry Fine conducted workshops for members of the Convention and Exhibition Bureau of Georgia (part of Georgian National Tourism Administration) in Tbilisi and Batumi. During the events, Mr Fine discussed current trends within the MICE tourism sector, emphasized the importance of the segment for the country, outlined advantages and challenges that Georgia faces with regards to further development of the sector, and the role of convention bureaus. During the trip, Mr Fine visited several sites, including the exhibition complex - "ExpoGeorgia"; and became acquainted with other MICE tourism related resources and potential in the country. The Convention and Exhibition Bureau of Georgia was established in February 2016 as part of the Georgian National Tourism Administration.

[HTTP://GNTA.GE](http://GNTA.GE)

5

AMES BOSTON HOTEL ADDS NEW MEETING AND EVENT SPACES TO ITS PIPELINE

The historic Ames Boston Hotel, Curio Collection by Hilton, and Benchmark's Gemstone Collection have unveiled 1,700 square feet of all-new meeting and event space located on the hotel's second floor. Designed by New York City-based architecture and design firm Glen and Co. Architecture, the new spaces were reportedly created to honor the heritage of the Ames Boston Hotel while also evoking a modern style.

Ames Boston Hotel's two new meeting and event spaces, Ames and Oliver & Oakes, can accommodate events for up to 125 people. As a nod to the Ames family's historical impact on Boston and the country, the name of the Oliver & Oakes celebrates Oliver and Oakes, sons of the family's patriarch, Oliver Ames, Sr., the founder of the Ames Shovel Works.

WWW.AMESHOTEL.COM

3

IBTM CHINA ON TRACK TO EXPAND INTERNATIONAL REACH

With China's developing MICE market continuing to boom and international interest in the industry in the ascendant, ibtm china is on track to once again increase the number of international exhibitors and Hosted Buyers at its 2017 event. Having seen a 45% y-o-y increase on international exhibitors at its 2016 edition, the 2017 edition is gearing up to host even greater numbers.

ibtm china takes place in Beijing from 23 - 24 August 2017. The event is the number one event for the region's MICE industry, gathering over 5,500 meetings industry professionals from around the world.

WWW.CIBTM.COM

6

SHANGHAI IS BIDDING FOR THE 46TH WORLDSKILLS COMPETITION

China, a seven-year-old member of the WorldSkills International, wants to host the 46th WorldSkills Competition in Shanghai in 2021. Shanghai is up against Basel, Switzerland, and the decision on who will host the 2021 competition will be announced in October.

The huge National Exhibition and Convention Center (NECC), is proposed as the venue if the city is chosen to host the competition. The Mercedes-Benz Arena and the Oriental Sports Center are two suggested venues to hold the opening and closing ceremonies of the competition.

WWW.CHINAEXHIBITION.COM



THE ASIA PACIFIC ASSOCIATION OF ALLERGY, ASTHMA AND CLINICAL IMMUNOLOGY (APAAACI): WHERE GREAT MINDS COME TOGETHER

Starting out as a regional allergy meeting held in Bali over 27 years ago, the Asia Pacific Association of Allergy, Asthma and Clinical Immunology (APAAACI) has since evolved into an international association devoted to advancing the study of allergic and immune diseases in the world's most populous and diverse region. Interview by Katie Lau



**FRANK
THIEN**

Now with 15 national societies from countries such as Australia, Malaysia, Japan, Hong Kong and Mongolia, APAAACI has entered a new chapter with the newly appointed President Frank Thien, who previously served as the Association's Secretary General. Here the respiratory and allergy physician at the Alfred and Box Hill Hospitals and Monash University in Melbourne shared his favourite moments working for the Association.

Why does APAAACI matter?

The constitution of APAAACI was modelled after that of World Allergy Organisation and other international allergy organisations. Our major aim is to encourage and support the development of the discipline of allergy, asthma and clinical immunology in the region, especially in those countries where there is not a society yet. To achieve this, we want to bring into APAAACI those national societies in our region who are not yet members of our organisation, and to encourage and assist in the formation of National Societies where none exist.

The APAAACI journal has become the best journal in Asia on allergy, asthma and clinical immunology, providing a platform for Asian colleagues to showcase the results of their researches to the world (www.apallergy.org).

In addition, our website have been upgraded to serve as a platform where member societies can upload their guidelines, their activities and events so that more physicians would become aware of this discipline.

We hope that by doing all these and more, APAAACI not only can halt the advance of the epidemic of allergic diseases but also can help prevent and treat these diseases more effectively.

How did APAAACI grow over the years?

Since the very first regional allergy meeting held in Bali in 1989, our association has gone through quite few name changes, first as the Asian Pacific Association of Allergology and Clinical Immunology (APAACI), who held the first Asian Pacific Congress in 1992 in Bangkok, and subsequent congresses were held every two to three years.

APAAACI has grown over the past two decades to include membership of most professional societies in the Asia Pacific region. In 2000, the Association changed its name from Asian Pacific to Asia Pacific to clarify its geographic basis. In 2007, the Association's name was updated to include "Asthma", reflecting the importance of the condition in the Asia Pacific. Congresses have increased in stature and have attracted the foremost international scientists and clinicians as

contributors and participants. APAAACI Congresses serve as a major educational programme used to encourage exchange between countries for training programmes and research.

What are some of the most successful events so far?

The 8th Congress held in Singapore in 2010, as a conjoint congress with the Asia Pacific Association of Paediatric Allergy, Respiriology and Immunology (APAPARI), was one of the most successful regional Congresses for APAAACI and APAPARI with 1400 registrants from the Asia Pacific as well as outside the region.

The 10th Congress in Kuala Lumpur in 2016, another conjoint congress with the APAPARI, attracted nearly 800 delegates.

What is good about organising a conjoint congress?

In the past we have held separate congresses which have split the available delegates, sponsors and speakers. It makes sense to hold conjoint congresses to attract a larger number of delegates, sponsors, and international speakers. However, it needs the agreement of executives of both organisations. The experience has been rewarding, and we intend to hold a conjoint congress again in Bangkok in November 2018.

What do you look for in venues and destinations for your events?

We consider the following: 1) facilities available at the venue, including meeting rooms for plenary and concurrent sessions, and accommodation; 2) the range in numbers of delegates which the venue can hold; and 3) a draft budget for the meeting, including income from sponsorship and registration, as well as costs and conference expenses. In general, the member society delegates favour a venue that has not held a previous congress, but may also favour a past venue with a good experience. Our congresses need to cater for 1000-1500 delegates although this will increase as we grow. The budget must also consider the cost and availability of accommodation, as many regional delegates may be coming from low-income countries.

What is the most memorable event you have attended?

At the Singapore 2010 meeting, we celebrated 21 years since the founding of APAAACI, and honoured the founding members and presidents with a presentation and a plaque. This recognises the history and vision of our founders, but also that we are a growing society, with a promising future.

Any special Congress moment that touched your heart?

In Taiwan in 2013, the Chair of the organising committee, Professor Jiu-Yao Wang selected as the theme song for the Congress the popular song by Taiwanese singer Teresa Teng, The Moon Represents My Heart. This was played throughout the Congress between sessions. At the Congress dinner, it was sung by a professional singer, but inviting all Congress organising committee members to come on stage and sing along. It created a wonderful memory of friendship and celebration.

How do you balance your real-life job with the responsibilities at APAAACI?

It is always a challenge to balance personal and professional obligations with association responsibilities. Our executive video conferences are held after-hours in the evening, and management responsibilities including congress planning, educational initiatives, journal and article writing also have to be fitted in. We just learn to prioritise and be efficient.

How do you see the future of your association?

The future of APAAACI is bright, as we continue to develop in the fastest-growing and most dynamic region of the world. We face challenges of careful financial management in attracting sponsors, maintaining our journal, holding successful and prestigious congresses, in order to promote our speciality in the region through education and public advocacy.

FOR MORE INFORMATION, VISIT
WWW.APAAACI.ORG



SRI LANKA IS HOT

Earlier this year I met with the Chairman of the Sri Lanka Convention Bureau at the Cinnamon Grand Hotel, one of the best convention venues in Colombo. We started our conversation by observing the following fact: Sri Lanka is a hot subject in all the magazines today! Everyone seems to be writing about it. In Asia Pacific it is already viewed as the fastest growing MICE destination. I had a most enlightening exchange with Chairman Prema Cooray about this evolution... and he should know a thing or two about the growth of tourism and the meetings industry in his country. Report: Marcel A.M. Vissers



PREMA
COORAY

WHY SRI LANKA?

If you travel a lot you're often asked the question: "What is the prettiest country you've ever visited?"

I have been close to 100 different countries but I have to admit that I've lost my heart to Sri Lanka. I can cite a myriad of reasons why this happened. First of all the people. They are so nice and delightful. Then there is the prevalence of Buddhist culture everywhere you go, not to mention the pristine quality and the abundance of nature.

Just imagine... a 1350 km long coastline with mostly virgin beaches, interspersed with simple fisherman's dwellings or palm trees and tea plants swinging in the breeze. And all of this comes with pleasant weather conditions for most of the year.

Yet, the cherries on the cake are the spiritual values this country exudes. During my recent visit last June the awesome beauty of this island struck me. Colombo may not be the prettiest city in Asia Pacific but then it is so clean and that's amazingly visible everywhere you go, even in the smallest countryside villages. There is no doubt that this is a major asset, which has strong appeal for visitors and convention delegates in particular. Both safe and irresistible... I think that's a fair definition!

COLOMBO, A BRAND-NEW CITY

I had an amiable conversation with Mr. Prema Cooray, Chairman of the Sri Lanka Convention Bureau, about Colombo's ongoing expansion as well as the development of tourism in general and the meetings industry in particular.

The people are so nice and delightful. Then there is the prevalence of Buddhist culture everywhere you go, not to mention the pristine quality and the abundance of nature.

Mr. Cooray is a strong defender of the values his country stands for. He is against mass tourism because he believes it doesn't fit the island state's vocation. He believes Sri Lanka first and foremost has to defend its valuable natural beauty, its fauna and flora. He admits that he's always been fascinated by the principles of sustainability and commits to making sure that the country can remain at the forefront of innovation in that field.

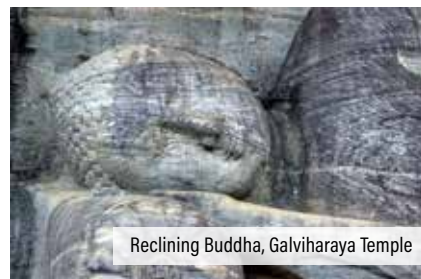
"One of our iconic hotels," said Mr Coorey, "was designed and built in the 1990's by Geoffrey Bawa, Sri Lanka's famous architect. I was with him, when he chose the spot for the Heritage Kandalama hotel, his masterpiece. Here he created an austere building that derives its beauty from the surrounding landscape. This hotel has become an icon of sustainable architecture."

Mr. Cooray continued: "We have been through some difficult times. When our civil war ended in 2009 we barely had half a million visitors a year, now we have reached the two million mark. We are currently witnessing a real explosion. All the major international hotel chains are present in our country and many corporate headquarters are being set up in the capital."

Take Cinnamon Life for instance. It is a large integrated resort consisting of a 800-room luxury hotel, a large high-end retail mall, luxury residencies, state-of-the-art office space and convention, ballroom and banqueting space. Cinnamon Life is not merely an architectural icon but a 'life capital', an architectural heartbeat in the city that is expected for completion by 2019. Worth noting also is that Shangri-La, Hyatt, ITC, Sheraton and Movenpick are scheduled to be inaugurated within the next two years, and they all will boast conference facilities. And there is a bigger project still: the Port City of New Colombo, which is to be built on, reclaimed land adjacent to the Galle Face Green. The city will use resources from the Colombo Harbour Expansion Project, currently under construction near the site of this proposed city. The construction was set to begin in March 2011 but then the project was stopped, mainly because of the high costs as well as several environmental issues. A scaled down programme has recently been approved and expectations are that it will be completed by 2018.

There is also speculation about a new congress centre but much still remains to be answered for.

The first step should be to get consensus about an appropriate location and then to hope that the rest comes together because a new purpose-built centre is needed very urgently.



Reclining Buddha, Galvihara Temple

Mr. Prema Cooray still likes very much the slogan: Sri Lanka: Small Island, Big Trip

LANDMARK FOR SRI LANKA

The **Syndicat National des Agences de Voyages** (SNAV-JEV), staged in Sri Lanka from October 31 -November 5, 2016 at the congress centre BMICH (Colombo).

The JEV Congress is an annual event held in a top tourism destination where over 300 delegates, majority of them being Outbound Travel Agents in France, attended the Congress. This time JEV had picked a destination in Asia to host this major event and it is after a 10-year hiatus. By hosting the JEV 2016 Congress, Sri Lanka wishes to open her full tourism potential to French Market in the coming years.

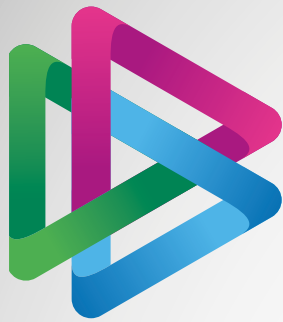
Mr. Paddy Withana, Chairman Sri Lanka Tourism Promotion Bureau said: 'That French community were especially attracted to Sri Lanka because of its rich heritage and ancient culture mixed with its colourful splendor.

Over 300 French travel agents took part in Sri Lanka for this historic event and they visited Negombo, Colombo with excursions to the cultural triangle during the six days of the Congress.

BANDARANAIKE MEMORIAL INTERNATIONAL CONFERENCE HALL (BMICH), COLOMBO - FACILITIES

- CAPACITY OF THE HALL: 1,600 DELEGATES
- SEATING FOR 640 IN THE GALLERY AND 960 IN THE BALCONY
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AUSTRALIAN AND NEW ZEALAND ASSOCIATIONS **RUNNING ASIA PACIFIC EVENTS**

Offshore conferences for Australian and New Zealand associations are supported in principle by Associations Forum. We believe that associations should occasionally run events in Asia as such events boost the learning experience and add a new cultural dimension.

John Peacock, General Manager, Associations Forum Pty Ltd



Of course, practical considerations impact upon destination decisions. This applies within Australia and New Zealand as well as for Asian destinations. Because associations rely on event profits to run programs and activities throughout the year, it is realistic that "down under" associations may only run a conference in Asia-Pacific every 6-8 years due to lower attendances, but the goodwill resulting from a successful antipodean association conference running in Asia-Pacific may have a lasting impact.

The socio-economic and cultural situation of Australia and New Zealand is that they are Western democracies, with predominantly European cultures, located adjacent to Southeast Asia and the Western Pacific. The developed nations status of Australia and New Zealand usually means that the high quality education program typical of the Australian and New Zealand association events will be well received by any attendees who are members of an Asian association.

Australia and New Zealand association events run in Asia-Pacific can be done independently or in

collaboration with their Asia-Pacific colleagues. This can be an advantageous situation if the respective associations work early to develop authority over the event and profit-sharing arrangements. Asia-Pacific associations will not want to miss out on profits from the attendees nor will they wish to have their delegates poached. Therefore early conversations and balanced outcomes are crucial.

Associations Forum is a fan of "aspirational branded designations", where the association undertakes a review or examination of members who seek to be endorsed and gain the right to designations such as CPA. Appropriate events run in Asia will allow certified, accredited or credentialed members (depending on the terminology) to gain Continuing Professional Development points.

Australian and New Zealand associations that have relevance in Asia in recent news include:

- Meetings & Events Australia, Australian Institute of Company Directors and Royal Australian College of Surgeons have all held or will hold their conferences

in Kuala Lumpur, Malaysia

- Air Conditioning & Mechanical Contractors Association's 2016 conference in Japan

Because associations are about more than profit, they should give serious consideration to occasionally running a major event in the Asia-Pacific region. The benefits are many and the membership will respond favorably to the opportunity to expand their minds through conversations with international colleagues and exciting new cultural experiences.

John Peacock is the General Manager of Associations Forum and is one of Australia's most experienced advisors to associations and charities and is a thought leader for the not-for-profit sector. John regularly speaks at events in Asia and has worked closely with the locally based associations to encourage dialogue with Australian counterparts.

FOR MORE INFORMATION, VISIT
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AIME IN ITS 25TH YEAR

There is a sense of people catching up after the Summer break at the annual Asia-Pacific Incentives & Meetings Expo (AIME) in Melbourne where the Australian industry congregates at the start of the business rounds. Jennifer Salsbury reports



An inspirational creation devised and owned by the Melbourne Convention Bureau (MCB) 25 years ago ran on 21-22 February this year surrounded by events pre and post to showcase not only the city of Melbourne but a series of locations around the country. Guests were invited to "Uncover Melbourne" and share new aspects they had discovered through a program of city touring experiences including The Magic of Flemington, The Charm of the Yarra and others introducing what makes Melbourne special. Opening the 25th show the Right Honourable Robert Doyle, Lord Mayor of Melbourne remarked on the "world's most liveable city" for the sixth consecutive year and its unique character as MCB's CEO, Karen Bolinger, shared findings from "The Future of Business Meetings" research where technology is forecast to enhance and extend events "Over the next decade Australia will experience its biggest intergenerational leadership ever, 92% bringing with them an expectation for technology to be integrated throughout an event" she said.

Integral to the development of AIME has been the success and continued development of the venue Melbourne Convention and Exhibition Centre (MCEC) growing with its current expansion to 70,000m2 of space and on-track for completion in mid-2018. Event Director - AIME, Reed Travel Exhibitions, Ian Wainwright stated "This year brings us the most diverse and valuable pool of visitors, buyers, speakers, suppliers and experts from all over the region.....AIME is where inspiration has begun for 25 years and I look forward to seeing where this inspiration takes us"

This year the inspiration brought Konduko - a Near Field Communication (NFC) platform - inspired by smart phones using apps such as WeChat InfoSalons developed an easy to use reader that can deliver the detail on everything at the show including the speaker presentations "attendee driven it's a real game changer.....simply tap your badge" stated Jo-Anne Kelleway, CEO of Info Salons Group. Revolutionising the way events communicate and

participants connect "...it will mean meaningful connections are made - doing business at AIME has never been this easy" states AIME's Ian Wainwright

Australian trade organisations including Associations Forum, the AACB, MEA, EEAA and others covering all aspects of event and association professionalism participate in the expo as well as in the series of educational presentations introducing those new to the industry as well as reviewing various trends. The AIME Knowledge Program by the Saxton Speakers Bureau gave insights to the future with high calibre speakers such as Chris Riddell, a world-leading Futurist speaking with a panel of passionate experts on future technologies, application and impact on the meetings and events industry. Commenting on the industry sentiment just now seasoned scientific PCO Mike Pickford of ASN Events said "the industry is responding to challenges in a much more integrated way....identifying gaps and actively looking to fill them with technology solutions really developing"

There were 416 exhibitors from 22 countries in addition to Australia including Korea, Thailand, Japan, America, India and New Zealand. Show statistics report more than 6,700 appointments between buyers and exhibitors attracting many new buyers, 55% being first time visitors, also over 2,000 trade visitors of whom 57% were middle management or above.

The show is well received by the industry "AIME has been pivotal in bringing together a range of organisations to meet in Melbourne in February each year" states Roslyn McLeod, Managing Director, Arinex Pty Ltd "The show floor has been the opportunity for industry suppliers, venues and destinations to meet their current and past clients and generate new clients. It is the 'show and tell' meeting place to fly the flag, drive profile and arrange quick liaisons in a short space of time. Whilst success has been undulating, it has ridden the roller coaster ride of influential factors that affect shows. Recession, changing market trends, natural disasters and terrorism in overseas markets have all impacted on the reasons to exhibit or not, or attend or not.....the organisers have evolved over 25 years and will no doubt conjure up new and exciting ideas to propel the event into the future"



AIME NEXT YEAR WILL BE AT THE MCEC
20-21 FEBRUARY, 2018
IT'S A SHOW NOT TO BE MISSED

THE ADELAIDE CONVENTION CENTRE IS SET TO BECOME ONE OF THE MOST MODERN, INNOVATIVE AND FLEXIBLE CONVENTION CENTRES IN THE WORLD

Australia's first purpose built convention centre is about to be reborn as Australia's newest with the finishing touches underway on the final stage of the Adelaide Convention Centre's \$400 million expansion.



will be serviced by individual lighting and audio systems.

Adelaide Convention Centre Chief Executive Alec Gilbert said the new East Building is the final stage in creating Australia's most flexible convention centre, and will be a multi-purpose, state-of-the-art facility with plenary capacity of up to 3,500 seats.

"New technologies are the hallmark of the \$400 million expansion which will set a new benchmark in convention centre design and functionality, said Mr Gilbert.

"The delegate experience at the Centre is also more personal, relaxed and enjoyable than many other convention centres, being part of a relatively compact and highly accessible city.

AC is the world's largest annual gathering of space professionals. More than 3,000 space professionals, including astronauts, heads of space agencies, engineers, scientists, innovators, legal and policy specialists, parliamentarians and students are expected to attend.

The expansion is not only set to revolutionise Adelaide's conferencing and events industry but is also playing a lead role in the revitalisation of the city's Riverbank precinct – the new heart of the CBD.

More than 30 metres above the Riverbank, the new East Building reaches out over the boardwalk to provide expansive views towards Adelaide Oval and along the River Torrens towards Adelaide Zoo.

It's a bold reminder of the importance of conferences and events to the City, particularly in attracting thought leaders and showcasing South Australia's move towards becoming the home of global innovation in high-tech industries such as defence, medical research and biotechnology.

The expanded Centre will consist of three seamlessly integrated buildings (East, Central and West) with a high degree of flexibility built into design and operations to provide conference and event organisers with greater options.

The new East Building will be able to be subdivided and configured within minutes as pre-function space, ballroom, exhibition or plenary. Each meeting room



FOR MORE INFORMATION, VISIT
WWW.ADELAIDECC.COM.AU

STRIKING PERFORMANCE FOR THE NEXT GENERATION OF CONVENTIONS

Australia is busy! That is clear from international events returning to the shores, major sporting events, festivals and a positive explosion of venue development. Jennifer Salisbury reports

As Managing Director of Tourism Australia, John O'Sullivan commented, *"To ensure that Australia's cities and venues remain competitive on the international stage, massive investment has been committed across the country. New developments are transforming Australia's cities and bringing with them a range of restaurants, hotels and meeting spaces that will provide planners and delegates with more choice. When you combine Australia's developments, exceptional business events industry and innovative people with the country's extraordinary landscapes and unique experiences, it's no wonder that the appetite for Australia as a leading business events destination continues to grow."*

With serious National and State investment the professionalism of the Convention Bureaux and the innovation in the purpose-built centres is second

to none. In addition, there is a clear commitment to being a regional launch-pad – it is certainly time to take a new look at the key destinations across the whole of Australia many with new direct flight links.

Supporting this improved air access is a major investment from the hotel world with new property openings as well as upgrades. **Just about every city has a major hotel opening with new brands expanding into Australia** greatly increasing the room stock in support of the convention centre expansions, new openings and upgrades.

Part of the reason Australia is so good at keeping abreast of trends is the level of research that is done both with the organising community as well as with the actual delegate or attendee to better understand needs and prepare to welcome delegates with clear cultural preferences. Tourism Australia has recently conducted new international research that examines the 'path to purchase' behaviour of potential international association conference delegates. Unsurprisingly the research established the most important way delegates found out about the conference and its location was the individual event website giving the Australian hosts a great opportunity to influence the decision to travel by supporting the organiser with informative and inspiring content.



March Tourism Accommodation Australia figures released identify 228 hotel projects (34,702 rooms) either approved for development or in advanced planning stages in the seven Australian capital cities. This hotel building boom includes 120 new hotel projects to increase the accommodation by 30% between 2016 and 2021. Passing the 100,000 hotel-room point in 2016 the current estimation is that over 4,000 rooms will be added to Australia's inventory in 2017 and a further 5,000 rooms in 2018. The property types range in style from 500+ room international brands to the boutique hotels in historic or beautiful settings.

"We promise high and deliver high."

Karen Bolinger,
CEO, Melbourne Convention Bureau (MCB)

Also identified by the research was a clear preference for selecting a conference that balanced professional outcomes with strong destination appeal. Australia has been shown to rank exceptionally high in this regard with visual influence in terms of scenery, sightseeing as an aspirational destination "worth traveling to". The Sydney "Beyond Tourism Benefits" was ground breaking in 2010 in its scope setting out to measure the social legacies of business events and has proved a leader internationally developing the concept into a series of research studies. Such value has been placed on the findings that it has resulted in civic recognition for the convention industry and a major investment in the redevelopment of the Darling Harbour area with the opening of a new ICC Sydney.

Meanwhile, Melbourne, as the host for the annual AIME event, has marked a milestone anniversary of 25 years with the show by conducting an in-depth

review of change over that time and a look at a future forecast. "The Future of Business Meetings" industry report was announced by Melbourne Convention Bureau (MCB) CEO, Karen Bolinger at this year's show and, citing a key ingredient of Melbourne, Karen claimed the outstanding new infrastructure was not the only story and that "collaboration" was the true key to their success. *"The city wraps around the conference, we promise high and deliver high"* she stated. Key findings of the research focused around the desire for face to face human exchange *"content will become less information focused and more interaction focused, where people will get to know each other"* the report states also noting "customisation and personalisation" as a growing expectation among attendees.

With such thorough research and support through effective local Ambassador schemes all cities have

recorded strong international association conference wins with some events returning after a gap - Perth hosted the key Oil & Gas industry event LNG18 citing proximity to Asia and ease of access from the region - a familiar story around the country.

Festivals and major sporting events also feature in business booking Australia - known to attract related association events the hosting of the Commonwealth Games in the Gold Coast 4-15 April 2018 has stimulated an upgrade of venues and many locations for off-site functions around future conferences as well as a fresh look at re-branding the city with a theme *"We are Gold Coast"* oriented around story-telling of the local people and the sense that *"everyone's a local"* when they are on the Gold Coast.

Rightfully claiming the "Festival City" title, Adelaide has made a name for itself with the series of ten





Vineyards, Adelaide



Parliament, Canberra



Perth

major arts events through the year ranging from Guitars to Cabaret, Adelaide Fringe and the wonderful WOMADelaide meaning there's always something artistic going on in the city. As CEO of Festivals Adelaide Christie Anthony states *"The experience of festivals in Adelaide is immersive and personal. They are now bucket list activities."* Keeping with the wine tasting tradition of Australia, and as home to the National Wine Centre, Adelaide is the home of the three-day Cellar Door Fest (CDF) which has established its essential niche position in the Fringe Festival. *"We've come a long way from the early conceptualisation of the event some nine years ago. Now, after the seventh CDF, we can feel proud of what has been achieved. The most awarded food and wine event in South Australia, if not the country, it is now a fixture on the events calendar."* States CDF creator and CEO of the Adelaide Convention Centre, Alec Gilbert. Being the home of Penfold's Grange it is fitting wine should feature in the list of conventions running in the city and the Great Wine Capitals Global Network held their meeting there highlighting the focus industries of agriculture/viticulture, health and science.

Meanwhile, "Think Unconventionally!" challenges the Northern Territories Convention Bureau encouraging delegates to "ignite new and unconventional ways of thinking". With three main business event centres –

Darwin, Alice Springs and Uluru – the region offers the closest gateway to Asia with the international transfer hub of Singapore a mere four hour flight from Darwin. Landscapes and "attitude" are signatures of this "outback" state and Alice Springs offers a resourceful spirit, evolved from its pioneering history into a strong connection with the local Arrente people, the traditional owners of the region. There is excellent scope for cultural exchange in addition to educational experiences around solar energy plus community organisations like Royal Flying Doctor Service with the challenges of distance and health management issues. The absolute heart of Australia or "Red Centre" is home to its most recognisable natural icon, Uluru (Ayers Rock) and also Kata Tjuta (The Olgas). A once in a lifetime trip to Australia must surely include a visit to these massive rock formations, renowned as natural wonders of the world, in the World Heritage-listed Uluru-Kata Tjuta National Park. Indigenous festivals, camels, desert sands and a locally guided "Outback Explorers Dinner" tour around the rock – a progressive 3-course dinner on a 42 seater open-top coach/restaurant plus the "Field of Light" installation (extended to late March 2018) are features of meetings in this unforgettable location.

Over in Western Australia Perth is the most recent river city to plan its upgrade of the CBD

and connect back to the Swan River with the development of the leisure precinct in Elizabeth Quay – always interesting for delegates to explore small local bars and restaurants so close to the Convention Centre.

Canberra as the country's capital has flourished as a city outside the national political arena and is forging its reputation as the "Knowledge Capital" with its focus on innovation and technology. With so many of the national museums and galleries located there one can really experience the sense of the Australian story in some of the unique ways of seeing the collections – many of which are regularly used for social functions alongside conferences.

Australia is moving into its next generation of the convention industry with well researched and prepared professional products it is certainly a trip worth investigating. With the city bureaux investing in understanding local innovation and their "knowledge" resources plus venues focusing on both specialist technology and local, natural produce in their cuisine offering – highlighting quality food and wine – association conference planners can be sure of a knowledgeable and entertaining welcome to any of the cities....the choice is hard!



Darwin

AUSTRALIAN CAPITAL TERRITORY (ACT)

CANBERRA

- National Convention Centre, Canberra (NCCC) completed Stage 1 of its AU\$5.4m (€3.9m US\$4.1m) refurbishment. NCCC Stage 2, due for completion mid-2017, includes upgraded seating in the Royal Theatre for over 1,500 delegates
- NCCC complex, just 7km from the Airport, offers more than 15 meeting rooms over two floors, 4 tiered theatres for up to 300 delegates each, 5 workshop rooms for up to 500 delegates, 2,000m² column-free Exhibition Hall with natural light, a Ballroom that can host receptions for up to 650 delegates, Auditorium for 1500 delegates. Right next door is IHG's 296-room Crowne Plaza Hotel that works closely with the Centre and further accommodation in another 85 properties in this compact city
- Ten new hotel developments set for openings commencing from 2018
- National Attractions as Venues – a series of Australia's government buildings and institutions offer unique ways to experience the galleries or collections – some with event space for conference organisers: Australian War Memorial, Museum of Australian Democracy at Old Parliament House, National Gallery of Australia and National Portrait Gallery, The Great Hall at Parliament House, National Film and Sound Archive, National Museum of Australia, National Arboretum of Canberra. At the end of the day delegates can enjoy the sun setting over the mountains that surround Canberra while dining on the best of the region's wines and produce at Pialligo Estate.
- A selection of meetings held at the NCCC:
 - ▶ Thoracic Society of Australian and New Zealand Society of Respiratory Science Annual Scientific Meetings (TSANZSRS) 24-29 March, 2017 with 1,000 attendees
 - ▶ The Perinatal Society of Australia & New Zealand (PSANZ) Annual Congress 2-5 April 2017 with around 700 attendees
 - ▶ 2016 events included the International Conference on Nanoscience and Nanotechnology with 1,000 attendees; National Franchise Convention with 650 attendees and the Defence & Industry Conference attracting 2,500 attendees



NEW FLIGHTS

✈ New European connections – from March 2018 QANTAS is to start a non-stop service from London to Perth. Using the Boeing 787-9 Dreamliner new premium economy seats have been unveiled for the 17 hour flight. Tickets will be on sale from April/May 2017 for the ground breaking 17 hour flight.

✈ Singapore Airlines direct flight service connects Asia to Canberra and New Zealand

✈ Qatar Airways slated to add Canberra in the 2017-18 financial year as its fifth direct Australian destination from Doha linking the ACT to Europe. In September 2015, Australia and Qatar approved an extended bilateral air services agreement that meant they could increase the maximum number of flights between Qatar and the major Australian gateways (currently served: Sydney, Adelaide, Melbourne, Perth) from 14 per week to 21

✈ Fujian, China based Xiamen Airlines increases its direct Xiamen to Sydney service from twice to four times per week over July and August 2017. The Skyteam partner offers flights to Melbourne and Sydney from Xiamen as well as a Sydney/Fuzhou service

✈ China Southern added direct flights three times a week from Guangzhou to Adelaide and Hong Kong's Cathay Pacific is to add a fifth weekly service to Adelaide from July 2017 increasing the capacity by 25%

NEW SOUTH WALES

SYDNEY – International Conference Centre Sydney (ICC Sydney) officially opened on 20 December 2016 in the revitalised Darling Harbour precinct of the city. On its waterfront location at the heart of a A\$3.4bn (€2.4bn, US\$2.6bn) revitalisation of the Darling Harbour area the ICC Sydney itself is a A\$1.5bn (€1bn, US\$1.15bn) next to a new 600-room hotel plus residential and commercial development connecting the waterfront to the Central Station and its laneways area. Adjacent to green event space capable of hosting up to 11,000 people the centre features:

- Convention facilities capable of hosting three separated, self-sufficient and concurrent events
- Plenary options from 750 to 8,000 attendees
- An 8,000 seat Red Carpet theatre that can also be a Plenary Hall option
- Exhibition space up to 35,000m² including 2,400m² of multi-purpose space
- Grand Ballroom for banquets of 2,000 people
- A total of 8,000m² of meeting room space over 70 rooms that link spaces to both convention and exhibition areas
- Outdoor Event Deck of 5,000m² offering spectacular city views
- Commitment to providing the “world’s best practice technology”

SYDNEY – HOTELS & BARS

Rooms with views and Boutique space for off-site functions

InterContinental Sydney announces A\$200m (€143m, US\$154.8m) upgrade to its five star property. With its feature views of Circular Quay and the Sydney Harbour Bridge the renovations include the 509 guest rooms, existing public areas and function spaces plus a new 900m² ballroom

The Endeavour Tap Rooms open in Sydney’s historic The Rocks area with on-site brewery, bar and restaurant offering rooms for up to 20 guests though options are possible for larger groups

Zephyr Bar opens on the Hyatt Regency rooftop – open air cocktails designed by mixologist Grant Collins overlooking Darling Harbour for up to 200 guests

Untied is a new rooftop bar in the Barangaroo district at the south end of the Sydney Harbour Bridge with views over Darling Harbour. Operated by Dixon

Hospitality the venue has a pure Australian theme – craft beers, cocktails called “Flamin’ Galah” and Oyster Shucking areas – the venue can accommodate up to 260 guests

August 2017 opening for The Lucas Group’s popular Thai restaurant **Chin Chin** in the inner city suburb Surry Hills



ICC, Sydney Convention Centre



ICC Sydney Theatre



Alice Springs



Uluru

NORTHERN TERRITORIES – DARWIN, ALICE SPRINGS, ULURU (AYERS ROCK)

Australia’s “Top End” Darwin is the lush and tropical area of the State and is part of the AustralAsia Trade Route.

Darwin Convention Centre – features Auditorium for 1,200 plus 4,000m² of exhibition space and meeting rooms. Over 12,000 delegates attended conferences in the venue in 2016 in addition there were 70,000 attendees for other events

Darwin Accommodation – 4,200+ rooms over all property types with construction starting for a new A\$250m (€176.8m, US\$188.22m) luxury hotel for the Westin brand, due for completion in 2020 adjacent to Darwin’s Waterfront Precinct

Alice Springs Convention Centre – 1,200 seat facility is complemented by a range of hotel and resort venues. The Centre hosted over 153 business events in 2016

Alice Springs accommodation – within the compact CBD area there are over 1,500 “Business Events” grade rooms. IHG has just begun an A\$5m (€3.5m, US\$3.77m) refurbishment program of its 205-room property recently re-branded as Crowne Plaza Alice Springs Lasseters. Hilton’s 235-room DoubleTree by Hilton Alice Springs completed extensive renovation and offers a Grand Ballroom for 400 people, five meeting rooms and areas for outdoor functions for up to 1,000 guests.

Uluru Meeting Place – Voyages Ayers Rock Resort – purpose-built conference venue includes two ballrooms seating 420 and 300 people respectively.

Uluru Accommodation – the 691-room Resort offers rooms from luxury to “wellpriced hotel-style”

QUEENSLAND

BRISBANE – Brisbane Convention and Exhibition Centre (BCEC) was named the “World’s Best Convention Centre” an accolade awarded by the International Association of Congress Centres (AIPC) at its 2016 Annual General Assembly in Nantes. Opening in 1995 the Centre celebrated 21 years of operation in June 2016 having hosted over 18,000 events and 14 million visitors. With 44 meeting rooms, a host of accolades and innovation in the kitchens BCEC is capable of hosting meetings and events from 8 to 8,000 people

HOWARD SMITH WHARVES – The redevelopment of Howard Smith Wharves, a pre-1940s working wharf on the banks of the Brisbane River, is creating a unique riverside destination ideal for business events. At the heart of the development will be a five star, 164 room Art Series Hotel. Built underneath the heritage-listed Story Bridge, it’s the fifth Art Series Hotel in Australia – a boutique brand that draws design inspiration from contemporary Australian artists. The precinct, located a 15-minute drive from Brisbane Convention and Exhibition Centre, will also have a range of spaces including an exhibition and events centre that can cater for up to 1,000 people, rooftop terraces with views of the city skyline, pop-up marquees and intimate riverside venues. Surrounded by parkland, the precinct will feature restaurants and cafes as well as a craft brewery. <https://howardsmithwharves.com/>

BRISBANE’S QUEENS WHARF PROJECT COMMENCES – Work has commenced on Queens Wharf Brisbane, an AUD3 billion (€2.1bn, US\$2.3bn) world-class integrated resort redevelopment. Scheduled to open in 2022, the development will feature five hotels bringing more than 1,110 new premium hotel rooms to the

city centre. The project also includes more than fifty restaurants and bars.

BRISBANE – HOTELS & BARS

- The SAGE Hotel opened with 93 rooms in a boutique property located next to the historic Queens Arms Hotel in Brisbane’s James Street precinct and the James Street Conference and Function Centre
- TFE Hotels Collection now manages Brisbane’s historic 68-room Gambaro Hotel in Petrie Terrace. The group includes the 178-room Calille in James Street with function space for 300 guests
- 35 Bar & Bistro opens in South Brisbane with a casual Mediterranean inspired menu the function room caters for groups up to 120 guests

GOLD COAST – Preparing for Commonwealth Games in 4-15 April, 2018 (GC2018)

- Airport undergoing a multimillion dollar upgrade
- Over A\$500m (€354m, US\$376.2m) redevelopment of sporting precincts with new venue options
- Public area enhancements of parklands incorporating artwork plus a new arts and cultural precinct planned
- Over 11,700 delegates are attending 29 sport related conferences and meetings with organisers keen to incorporate the atmosphere of the host city – the economic impact from these events is estimated at A\$28.4m (€20m, US\$21.3m)

Gold Coast – Hotels & Bars

- Jupiters Gold Coast transforming with a \$845m (€598, US\$636m) 17 storey six star hotel opening prior to GC2018
- Located in the expanding Gold Coast Health and Knowledge Precinct is a new 120-room hotel opening early 2018, constructed by

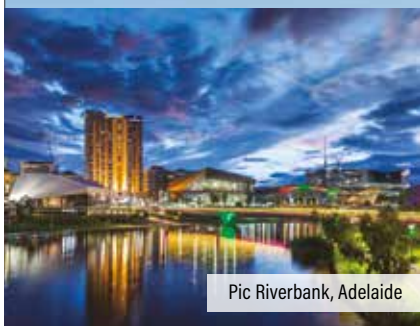
Mantra Group and Sharks Event Centre for 150 delegates in house

- AccorHotels recently opened the four-star Novotel Surfers’ Paradise incorporating 827m2 of event space
- Event Experiences – Corporate Challenge Events interactive team building experiences include the three most popular City Scramble, Beach Olympics and Fugitive treasure hunts to find a secret person.

Cairns – Centre, Hotels & Bars

- Cairns Convention Centre – the well-established venue has a series of flexible venue options with capacity from 30 to 5,000 people
- Pullman Reef Hotel and Casino has completely refurbished its 5 star 127-room property in a A\$6.5m (€4.6m, US\$5m) upgrade
- Hemingway’s Brewery will open in 2018 at the heritage Shed 2 at the Cruise Liner Terminal overlooking the waterfront. The event spaces offer exclusive private dining for up to 24 guests and, together with open-air courtyards, can host 270 guests for dinner or 400 for cocktails

SOUTH AUSTRALIA



Pic Riverbank, Adelaide

ADELAIDE

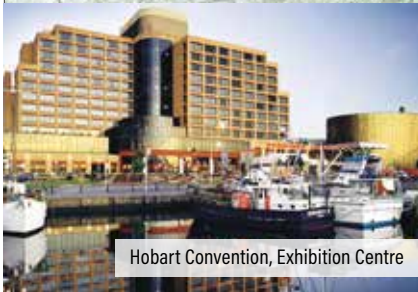
Science City – Totally upgrading its city centre with an A\$6bn (€4.2bn, US\$4.5bn) redevelopment the project includes the “Adelaide Riverbank Precinct” covering the Bio-Medical City, Adelaide Convention Centre, the Adelaide Oval and the Festival Plaza development which is well under way. Linking the entire Riverbank region the facilities will include 3,500 hotel rooms within 5 minutes’ walk of the Adelaide Convention Centre.

Festival Facts – the Adelaide Fringe is one of the world’s largest fringe festivals second only to Edinburgh Fringe. With 650,000 tickets sold this year more than 5,250 artists were featured over the mid-February to mid-March “Mad March” four week period in comedy shows, music events, theatre productions, cabaret, visual arts and design exhibitions, circus or physical theatre, dance, magic and interactive shows and many other events including the Cellar Door Fest (CDF) with 180 wineries, food producers, distilleries, breweries plus suppliers and opportunities for regional tourism.

TASMANIA

HOBART

- Hotel Grand Chancellor & Hobart Convention & Exhibition Centre - 1,100 attendees
- Wrest Point Hotel, Conference, Event & Entertainment Centre - 1,000 attendees
- Hobart Function and Conference Centre - 500 attendees



Hobart Convention, Exhibition Centre



Melbourne Convention, Exhibition Centre

VICTORIA

MELBOURNE

Melbourne Convention and Exhibition Centre's (MCEC) A\$200m (€143m, US\$154.8m) expansion will be open for business mid-2018. The 20,000m² additional multi-purpose event space will be fully integrated with the existing venue and includes:

- New exhibition halls - 9,000m² column-free space
- Additional meeting and banquet rooms - Retractable 1,000 seat theatre, banquet room for 450 guests
- Outdoor event courtyard - open-air spaces and balconies for 150 guests
- New Hotel - A new 330-room hotel

Reaching for the Sky - Crown Resorts is to develop One Queensbridge in Melbourne, a 90-storey tower including a six-star 388-room hotel, casino, restaurants and shops set to break ground in 2018 it will become Australia's tallest tower overtaking Gold Coasts Q1 and Melbourne's Eureka Tower

Melbourne's hotel boom - new properties and upgrades

Melbourne's business events sector is set for a boost over the next two years with the introduction of five city hotels. Coming to the

Victorian capital this year is the 273-room Four Points by Sheraton in Docklands and the 166-room Hyatt Place Melbourne Essendon Fields. This will be followed by the opening of 32-storey new build Peppers Southbank next year. In 2019, the city will welcome the addition of the 127-room Aloft Melbourne as well as the debut of the newly expanded Hotel Windsor. Once complete, Melbourne will see a total of more than 1,000 additional rooms.

- W Hotels comes to Melbourne - Marriott International will open W Melbourne on Collins Street in 2020. The 294-room CBD located property will offer 3,962m² meeting and function space and will be the second W Hotel in Australia after the Brisbane property opens in December 2017.
- AccorHotels has re-branded Grand Mercure Apartments in the Docklands close to the MCEC as an 80-room apartment style hotel The Sebel Residences,
- 23rd Intelligent Transport Systems World Congress - The 2016 Intelligent Transport Systems World Congress was recently held in Melbourne, Australia and exceeded its delegate target by 76 per cent. Attracting more than 11,000 delegates from 73 countries, the Congress was the second largest international association conference ever held in Melbourne. http://businessevents.australia.com/docs/businessevents/TABE11019_ITS_Case_Study.pdf



Perth

WESTERN AUSTRALIA

PERTH

- The Elizabeth Quay development has returned the city's focus back to the Swan River. This development is a new entertainment and leisure precinct with a number of new venues as well as event space available through the Metropolitan Redevelopment Authority set around a river inlet. Two main venues are:

- ▶ Isle of Voyage located on an island in the middle of the inlet is a restaurant, bar, outdoor dining space and general store in the historical Florence Hummerston Kiosk
- ▶ The Reveley bar and restaurant spread over three-levels - ground level bar and casual restaurant, high-end first floor restaurant and rooftop bar
- Perth Convention and Exhibition Centre is designed for audiences from 400 to 2,500 supported by a series of Exhibition Pavilions over 16,600m² for medium to large-scale

events. The Centre is located within walking distance of the Elizabeth Quay development

- Over 4,000 new hotel rooms in the pipeline - Crown Towers, opened in December 2016, is the largest hotel in Perth with 500 hotel rooms - increasing the hotel room capacity at Crown Perth to 1,200 rooms. The Events and Conference Centre development has provided approximately 4,800 square metres of new multi-purpose venue space - Aloft Perth Hotel opens May 2017 with 224 guestrooms and 924sqm of meeting space, including a rooftop function space.



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BROUGHT TO YOU BY THE PUBLISHERS OF HEADQUARTERS, THE ASSOCIATION MAGAZINE

STRICKLAND DISCUSSED KEY SUCCESS FACTORS ON LEADERSHIP WITH ASAE'S GREAT IDEAS IN ASSOCIATION MANAGEMENT CONFERENCE ATTENDEES

A group of 150 attendees gathered to explore the latest trends in association management and learn new strategies for leadership, international alliances, and volunteer management on the occasion of ASAE's 2017 Great Ideas in Association Management Conference, Asia-Pacific (GIAP).



This conference was held on March 22-24 and the attendees represented 15 countries and 46 cities from across the Asia Pacific region, Middle East, and U.S.

The conference was held at the Grand Hyatt in Seoul, South Korea. The Korean Tourism Organization, Seoul Metropolitan Government, Seoul Tourism Organization, and Ministry of Culture, Sports and Tourism sponsored the conference.

During the opening keynote, President and CEO Don Strickland of Strickland & Associates revealed the four critical factors of Leadership 3.0 including the importance of diversity of thought and teamwork with a variety of perspectives. He also discussed how

leaders most avoid traps, so they can be successful. "Strickland's presentation offered great insight on multiple topics and attendees really enjoyed it. The conference brought together a committed group of association executives who valued the opportunity to share experiences, to learn from each other, and to hear from experienced content leaders," said ASAE President and CEO John H. Graham IV, FASAE, CAE.

In its third year, GIAP expanded its learning opportunities for attendees. Before the conference, participants took a tour of Seoul and saw the past and present aspects of the city. ASAE offered a preconference master class that provided participants with strategies on how to run boards more effectively. A new learning format called, "Ask the Experts" gave

attendees a chance to share their challenges and gain insight from experienced executives.

To close out the conference, an Associations Ignite session had three presentations on how to do more with less, volunteer management, and careers. The presenters were from China, Australia, and the U.S.



FOR MORE INFORMATION, VISIT
WWW.ASAECENTER.ORG

UNPRECEDENTED IAPCO AM&GA ATTENDANCE IN DUBAI

The 2017 IAPCO Annual Meeting and General Assembly recorded the highest recorded attendance for an IAPCO Annual Meeting taking place outside of Europe, with a turnout of 115 delegates from over 30 countries worldwide.



The event, hosted by Dubai-based IAPCO member company Meeting Minds Experts and supported by Dubai Business Events (DBE), took place in Dubai from February 16-19 at Hyatt Regency Dubai Creek Heights. Dubai is the first city in the GCC region to host the IAPCO meeting and General Assembly, now in its 48th year.

Themed around 'Leading the Future, Creating Opportunities', the three-day event was packed with inspiring and informative keynotes and lively debate sessions featuring industry leaders who discussed both the opportunities and the challenges facing the modern conference and convention industry. There were also a destination teamwork challenge and the Driving Excellence Awards Ceremony, which celebrated the achievements of IAPCO members.

Issam Kazim, Chief Executive Officer of Dubai Corporation for Tourism and Commerce Marketing (DCTCM), said, "We are extremely honoured for the opportunity to host an event of such a calibre and welcome members of IAPCO. This further strengthens Dubai's profile as a premier international business event destination and highlights the emirate's diversified offering—comprising global connectivity,

"As our reputation of being a dynamic host city for business events grows, we anticipate further growth in the number of visitors to the emirate in line with Dubai's Tourism Vision for 2020 and the UAE Vision 2021."

Issam Kazim, Chief Executive Officer, DCTCM

state-of-the-art facilities, first-class infrastructure, and great hospitality—to key stakeholders who shape the business events industry."

The event also provided plenty of opportunities for networking, as well as treating guests to Arabia's famous hospitality with a desert Bedouin experience and other social occasions with a local flavour.

IAPCO President Jan Tonkin concluded professional congress organisers had a lot to gain from the event. "This year's annual meeting and general assembly offered a unique platform to discuss the all-important quality standards we strive to achieve globally, and to network with other like-minded partners in an environment that is more than collegial. Attendees were made privy to best

practice in addition to witnessing outstanding presentations from experts who stimulated each other to think differently."

IAPCO (International Association of Professional Congress Organisers) is the leading international association for professional conference organisers. Its mission is to raise the standards of service among its 115 member organisations and other sectors of the meetings industry through continued education, connection and support.

FOR FURTHER INFORMATION, PLEASE CONTACT: IAPCO HEAD OFFICE

INFO@IAPCO.ORG
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EXPERTS IN DYNAMIC GLOBAL EDUCATION – THE EDGE PROGRAMME IN TAIPEI

An important mission for IAPCO (the International Association for Professional Congress Organisers) has always been the raising of the quality of service delivered by conference organisers around the world. “It’s our aim to promote quality standards amongst PCOs worldwide,” commented Jan Tonkin, President of IAPCO and EDGE Taipei speaker, “and hand-in-hand with that goes education.”



Two years ago, IAPCO introduced EDGE seminars, providing accessible education worldwide. In Taipei last month it was the IAPCO 3-day EDGE Seminar which dominated local training. “What makes an IAPCO seminar unique is the people that educate you are people who organise conferences and run their own businesses. So it’s not professional speakers; it’s not people who are only do speaking engagements”, said Mathias Posch, Vice President of IAPCO and EDGE Taipei speaker, sharing how the EDGE seminar stands out from other education programmes offered by the industry.

IAPCO member in Taiwan, GIS Group, is in complete agreement with IAPCO’s direction. Jason Yeh, CEO of GIS Group, explained why he initiated bringing an EDGE Seminar to Taipei: “Whilst it is definitely our responsibility to promote our destination, it is just as important to bring people from the industry to learn about quality service delivery and its value.” The

seminar, as with all EDGE seminars, was open to all in the MICE industry, be they PCOs or meeting planners, organizations or associations, convention bureaux, conference venues, DMCs and AMCs.

“To constantly improve we should learn from others’ great examples. It is very important to interact and exchange ideas with other professionals in the industry, yet another reason why GIS Group brought the IAPCO EDGE Seminar to Taiwan.”

But it takes strategic marketing to bring together such a highly targeted group, a task, which GIS took on with enthusiasm. Throughout their years of experience in the meeting industry, GIS Group has developed great relationships with different parties in the market, and these connections were put to maximum use to promote the seminar. EDGE seminars are limited in size and appropriate to the immediate market. Therefore promotion in each destination, for each seminar, differs according to the marketplace. In the case of EDGE Taipei, personalised invitations were sent by GIS Group, targeting key contacts in the various sectors of the industry. Each of these invitations included video conversations with key faculty members Jan Tonkin and Mathias Posch. Furthermore, IAPCO and GIS Group, from their booth at IT&CM China, promoted IAPCO’s educational programmes with alacrity, with more than 200 visitors visiting the booth resulting in personal contact and, ultimately, registrations to the seminar.

“Typically learning in the conference and events world has been ‘on the job’” concluded Jan Tonkin.

“While this is certainly important, it can be limited in smaller companies to the knowledge that exists within the team whereas participating in training programmes taps into a wider pool of expertise, particularly exploring the merits of new trends and discussing the pros and cons of systems and technology tools. It has been heartening to see the initiatives being taken by our members, convention bureaux and other industry bodies to promote debate about best practice, provide training programmes (both face to face and online) and run mentoring programmes for their young professionals. EDGE Taipei was one such seminar.”



This article was provided by the International Association of Professional Congress Organisers, author GIS Group, Taiwan.

IAPCO REPRESENTS TODAY 117 PROFESSIONAL ORGANISERS, MEETING PLANNERS AND MANAGERS OF INTERNATIONAL AND NATIONAL CONGRESSES, CONVENTIONS AND SPECIAL EVENTS FROM 41 COUNTRIES.

EVERYBODY'S MEETING AT SEA

From Jo Kling, Landry & Kling Global Cruise Events

By Vikas Tembhare

Based in Miami, Florida, Landry & Kling Global Cruise Events is an American company that helps meeting planners source, plan and deliver events at sea, including incentives, meetings, conferences, special interest theme cruises, groups and full-ship charters. HQ talks to its co-founder Josephine Kling, a specialist in cruise meetings for more than 35 years.

Could you tell us about your organisation and your 35 years' journey into the sea?

Joyce Landry and I had both worked in several cruise line headquarters and learned there was a gap in the industry's distribution channels. So in 1982 we founded our company to exclusively

source and implement corporate group cruises and ship charters around the globe. In addition to association executive directors, our clients include corporate and independent meeting planners, venue-sourcing companies, marketing and production companies, and other event organizers looking for unique event venues.

Association business is important to your company. How do you deal with association events at sea?

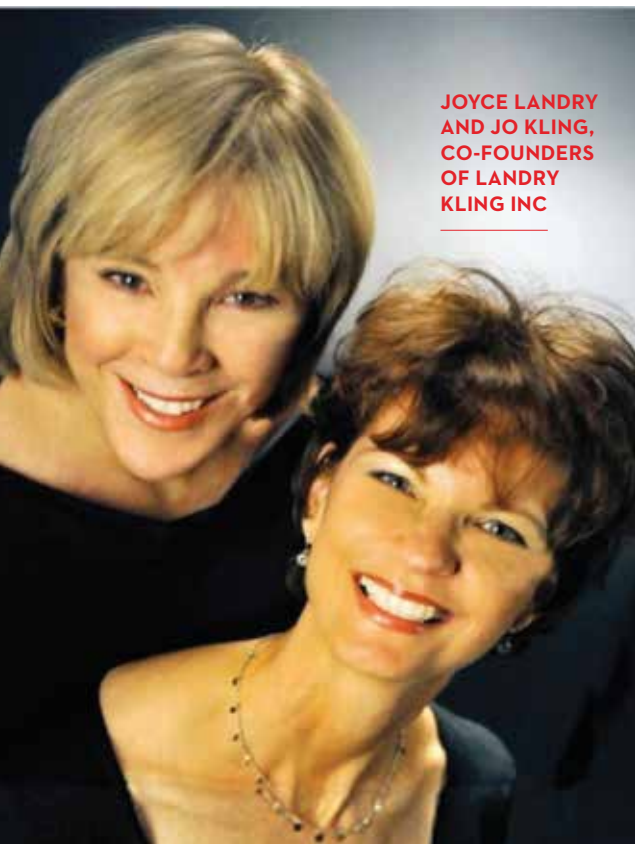
Associations have to motivate members to attend their annual events with a different destination and desirable price. That's why a cruise is such a powerful draw. We've handled many associations in 35 years so we're prepared to help clients translate their traditional land-based meetings to cruises in global destinations and anticipate the differences.

What types of events do you handle?

We handle all types of ship charters, business and association meetings at sea, music festival cruises, sales and dealer incentive cruises and conventions, customer-recognition cruises, or dockside ship charters for supplemental housing for the Olympics, Super Bowl, government summits, etc. Each project is different which excites our staff and satisfies our passion for cruising.

How do you see as the future of cruise meetings?

Amazing growth, as Asia and the Middle East are recently just getting acquainted with vacation cruises... corporate and association groups will follow, because the current cruise line order book for new ship construction (for Ocean & River ships) is larger than ever before, and it's a well-established fact that this is a "supply-driven" industry. The



**JOYCE LANDRY
AND JO KLING,
CO-FOUNDERS
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GLOBAL CRUISE EVENTS

beginning of contemporary cruising started between 1965 and 1972 in North America when Princess, Norwegian, Royal Caribbean and Carnival were founded. So the cruise vacation industry is still relatively young as is the more specialised cruise meetings sector, which started in 1982 with Landry & Kling Global Cruise Events.

Do you see any demand in hosting association events at sea from Asia Pacific and the Middle East region?

Yes, we are receiving specific inquiries! And we have already operated 3 full ship charters out of Singapore for the largest EDM (electronic dance music) festival in Asia.

How do you see the future of your business in the next 15 years?

The future is unlimited because of our flexibility: we can source, plan and implement any kind of cruise event, or we can simply serve as a global broker in finding the right ship for a specific event.



QUICK FACTS:

No. of conferences / events organised in a year: 30 to 50

No. of delegates handled in a year: 10,000-15,000

Cruise lines that can be used as venues: All of them. We shop the whole industry to determine the best fit for our clients, which is similar to their preferred type of hotel.

Team size: Twelve full-time on staff, with additional programme support staff as needed.



PREVIOUS EXPERIENCE IN ASSOCIATION EVENTS:

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WISTA - WOMEN'S INTERNATIONAL SHIPPING AND TRADING ASSOCIATION

WISTA IS A NETWORKING ORGANISATION FOR WOMEN AT MANAGEMENT LEVELS IN THE GLOBAL MARITIME INDUSTRY. THEIR ANNUAL MEETING ROTATES AMONG VARIOUS COUNTRIES, AND THE US CHAPTER DECIDED TO ORGANISE THE 2016 ANNUAL MEETING ON A CARIBBEAN CRUISE. TOTAL OF 272 MEMBERS AND GUESTS SAILED NOV 9, 2016

TMGA - TEXAS MASTER GARDENERS ASSOCIATION

THE TEXAS MASTER GARDENER PROGRAMME IS AN EDUCATIONAL VOLUNTEER PROGRAMME CONDUCTED BY THE TEXAS A&M UNIVERSITY SYSTEM. 503 MEMBERS AND GUESTS ARE SET TO SAIL APRIL 27, 2017 ON CARNIVAL LIBERTY FROM GALVESTON.

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IBTM ARABIA 2017

A RESOUNDING SUCCESS IN ABU DHABI

Organised by Reed Travel Exhibitions, “ibtm arabia 2017” took place from 7-9 February at Jumeirah Etihad Towers in Abu Dhabi. The three-day event turned out to be a huge success with more than 2,100 pre-planned meetings, bringing together 82 exhibitors from 15 countries and 120 hosted buyers from 32 countries.

The calibre of exhibitors corresponded to the extremely high demand from hosted buyers, according to Shinu Pillai, exhibition manager of ibtm arabia. “Of the total number of hosted buyers who applied, our rigorous evaluation process led to 40% of applicants qualifying to attend, all of whom were selected with ROI of both parties in mind, ensuring their budgets and requirements were closely aligned with our exhibitor needs. We had a 98% satisfaction rating last year and I’m very hopeful that we’ll at least meet, if not exceed that this year.” Pillai said.

During the first day of the event, namely “Discovery Day”, delegates got to know each other in a fun and informal environment ahead of formal business meetings. With an itinerary designed by partner Hala Abu Dhabi, guests enjoyed taking excursions to the Falcon Hospital and Yas Island Attractions and having lunch at some of the newest hotel restaurants in Abu Dhabi, followed by a desert safari and dinner in a desert camp.

The event also utilised a ‘pod’ format for one-to-one meetings on the second and third day, and Jordan Tourism Board was a first-time participant of such a format. Luma Khatib from Jordan Tourism Board said, “We found the format was of great benefit for us, along with the diversity of buyers from across the globe and from a broad spectrum of different types of business, ensured we had very successful meetings and made many excellent business connections.”

Adam Wing, a hosted buyer from Bibby Financial Services, echoed the sentiment, saying, “ibtm arabia was a fantastically immersive event that combined business meetings with a city experience and generated some great connections who I will definitely work with in the future.”

82

**EXHIBITORS
FROM 15
COUNTRIES**

120

**HOSTED BUYERS
FROM 32
COUNTRIES**



Pillai was reasonably optimistic about the future of ibtm events in the region.

“The calibre of events taking place in the region, as well as the continued success of long-running events like ibtm arabia is testament to the popularity of the region as well as the ongoing growth of the area’s MICE industry which continues to be in the ascendant. ibtm events was among the first to host an exhibition in the Abu Dhabi National Exhibition Centre in 2007. In 2014, 327 events took place in the incredible facility and the number continues to grow each year.”



FOR MORE INFORMATION, VISIT
WWW.IBTMARABIA.COM/EN

NEW ZEALAND

THE ESSENTIAL ELEMENT

Consisting of two main islands marked by beautiful volcanic and glaciated landscapes, boasting a population of about 4.5 million people, New Zealand, sometimes referred to by its evocative Māori name, Aotearoa, has numerous conference and convention facilities, as well as new venues under development in Auckland, Christchurch and Wellington. The country is indeed on a mission to be a player meeting planners can't do without. Backed up by strong government support and many suppliers with a grand vision I could definitely feel this when I flew over for an intense and fascinating visit last December.

In 2016, New Zealand celebrated a record year for international conference business showing higher delegate attendance and a 4% growth over the 2015 figures. With three new convention centres on the way, these beautifully scenic islands are expecting even more growth following tourism reaching the number one slot as the biggest revenue contributor to the country's GDP last year. Ambitions are high for 2017 and for good reason – everywhere I went, from Christchurch to Rotorua, there was a feeling of everyone working together hand in hand with a tangible understanding of the need to send a message out there that New Zealand has matured and is now ready to be a player on a global scale. To make this happen there is a diverse range of motivated people from university academics to health sector professionals who work with meetings suppliers to champion their field of expertise in the international arena and focus attention on New Zealand as a prime location for future conferences.

New Zealand has matured and is now ready to be a player on a global scale

Tourism New Zealand specifically targets international events in sectors where it excels, like the marine industries, agribusiness, health science and high-value foods. *"With new major conference centres coming on board in Auckland, Wellington and Christchurch we are expecting to see even more growth,"* said Lisa Gardiner, Business Events and Premium Manager at Tourism New Zealand. *"New Zealand is already recognised for its superb service and support, world-leading knowledge hubs, natural beauty and amazing array of activities. New and existing conference facilities alongside increased air capacity and favourable economic conditions have tipped the scale in our favour."*

Worth noting in particular is that Tourism New Zealand's Conference Assistance Programme provides strategic funding and marketing support designed to assist events attracting 200 or more international delegates to be held in New Zealand. In support of this assistance a Business Events Visa programme greatly eases access for conference delegates from key attendee markets of China, India, Thailand and Indonesia. As well as this, New Zealand offers visa free entry from over 50 countries.

Crucially, it is in the infrastructure space that so much is happening to attract larger conventions in the future. These include the New Zealand International Convention Centre (NZICC), scheduled to open in Auckland in 2019 with capacity for 3,000 for a convention, or one-off events with up to 4,000 people. *"Auckland currently attracts 37% of New Zealand's business events, with 1.5 million delegates attending more than 14,000 events last year. Auckland has already*

won a diverse range of business events, with more in the pipeline. There's been a lot of interest in the NZICC who are working together with the Auckland Convention Bureau (ACB) on a number of promising leads, and the recent announcement of first two wins for NZICC in 2020 - The Royal Australian and New Zealand College of Ophthalmologists (RANZCO) in conjunction with the Asia-Pacific Academy of Ophthalmology (APAO) expecting 4,000 delegates will be the biggest medical meeting ever to be held in New Zealand" states Anna Hayward, ACB Manager.

Meanwhile, the new Wellington Convention Centre and Movie Museum, is expected to open circa 2020 with an expected capacity for up to 1,750. The Movie Museum will be spearheaded by award winning Sir Peter Jackson and Sir Richard Taylor which will include an extensive collection of movie memorabilia.

Over on the South Island, New Zealand's oldest city is becoming its newest with plans underway for a new convention centre precinct in Christchurch. Branded as a 21st century city with people at its heart, the development is set to be a world-class boutique facility of major architectural significance for up to 2,000 delegates, planned for completion in late 2019.

Existing infrastructure in Rotorua includes the Energy Events Centre, where organisers can hold meetings with a "geothermal" flavour. This venue, located in the picturesque Government Gardens, is positioned at the edge of Lake Rotorua and can accommodate up to 4,000 people; there's also room for 300 exhibition booths. The surrounding region has many leisure and adventure opportunities with a particular focus on Māori culture and tradition.

Seasoned New Zealand based PCO Jan Tonkin of The Conference Company, currently President of IAPCO, elaborates on this aspect quoting the Māori term "Manaakitanga" which is a term central to Māori society loosely translated as hospitality and a sense of place. "It is a sense of understanding what the visitors need and what matters" going on to add that "The opportunity is there to experience the heart of the culture close by to conference locations. Field trips open doors and introduce people highlighting the ease of doing business in New Zealand"

One of the most dynamic cities in developing this community spirit in their Ambassador Programme is Auckland where they have actively been introducing the city's innovators to international organisers demonstrating what's great about their home town. In addition to the NZICC, the SkyCity Auckland Convention Centre offers 5,000m2 of event space with theatre-style seating for up to 1,750. The 316-room

SkyCity Grand Hotel is a luxury property adjacent to the convention centre and, close by, the SkyCity Hotel has a further 340 guest rooms. The street running between the two SkyCity properties can be blocked off for special events.

All in all, it seems that business events in New Zealand are red hot right now. New Zealanders have clearly understood that with the right attitude plus the

CASE STUDY: AHISA 2017 BIENNIAL CONFERENCE

Support from Tourism New Zealand and its Conference Assistance Programme persuaded AHISA (The Association of Heads of Independent Schools of Australia) to hold its first ever conference outside of Australia.

AHISA's Business Manager Anne Veenstra says: "The main benefit of taking the event outside Australia was to change it up a little bit, take the membership somewhere different. There is an excitement in going offshore and there didn't seem to be any downsides to taking the event to New Zealand. The cost was fairly similar to Australia, and in fact the accommodation was probably a little bit cheaper!"

She continues: "Because we fell under the Conference Assistance Programme we could do site inspections of both Auckland and Queenstown, in the end, we decided to host the conference in Queenstown in 2017. A lot of people have indicated they want to extend their time when they come to New Zealand and we will run a partner programme too."

"I couldn't say anything bad about Tourism New Zealand at all, and the Conference Assistance Programme is excellent," Veenstra concludes. "If you were doing it on your own you would have to get approval from the Board to fund all the trips, then have to tap into the local channels yourself. To have Tourism New Zealand do that for you reduces the amount of time you have to spend on organisation and for a not-for-profit like us it really helped that we didn't have to put our hand in our pocket to get it off the ground."

FOR MORE INFORMATION

Leonie Ashford, International Bid Manager,
Tourism New Zealand
Leonie.Ashford@tnz.govt.nz
businesssevents.newzealand.com
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appropriate venue for the major conventions it will change the name of the game for all players in this spectacular country.

NEW ZEALAND INTERNATIONAL CONVENTION CENTRE (NZICC), AUCKLAND: OPEN MID 2019

- CBD 1.4 hectare site with 32,500sqm of floor space, 35 meeting spaces of various sizes
- Five times larger than the current largest convention facilities in New Zealand
- Conferences and one off events of approximately 4,000 people
- New Zealand's largest theatre, with seating for 2,850 people
- Two large-scale bookings confirmed for 2020 The Royal Australian and New Zealand
- College of Ophthalmologists (RANZCO) in conjunction with the Asia-Pacific Academy of Ophthalmology (APAO) expecting 4,000 delegates will be the biggest medical meeting ever to be held in New Zealand.
- International Agency for the Prevention of Blindness (IAPB) expecting 2,000 delegates will hold back-to-back conferences at the NZICC spanning five days.

WELLINGTON CONVENTION CENTRE AND MOVIE MUSEUM: OPENING IN 2020

- Home to a collection of movie memorabilia synonymous with Wellington's film-making industry with a convention capacity for up to 1,750 people.

CHRISTCHURCH CONVENTION CENTRE, SOUTH ISLAND: COMPLETION IN LATE 2019

- CBD located on prime riverfront site with 2,500 new hotel rooms within walking distance.
- Auditorium for 1,400 people or for three groups of 250 to 400. Interconnected meeting rooms over 1,600m2 of space. The 3,800m2 clear-span exhibition hall can house up to 200 booths on one level or seat 2,000 people.
- Events from 200 to 2,000 delegates.

IT&CM CHINA 2017 STEPS INTO ITS SECOND DECADE WITH FLYING COLOURS

Having witnessed the booming MICE industry in Asia Pacific over the past decade, IT&CM China celebrated its 11th year with a record high number of business appointments, exhibitors, buyers and delegates.

Held from March 21 to 23 at Shanghai Exhibition & Convention Centre, IT&CM China concluded with over 14,000 business appointments and brought together 3,000 MICE professionals from sectors including DMCs, PCOs, and associations, as well as more than 500 buyers. "The high figure attests to the show's repute as a highly effective and dynamic marketplace for MICE professionals," said Jason Ng, executive director of MP International, co-organiser of the event.

From a new, uncharted market for conventions and meetings to one of the world's highest spender for MICE activities, China has come a long way since IT&CM China was first launched in 2007, Ng said. Well into its second decade, IT&CM China is optimistic about the rapid and healthy growth of the MICE industry. "The MICE industry in Asia Pacific was valued at over USD 150 billion in 2016, and is expected

to rise to USD 200 billion by the end of 2018. It is a good time to focus on and expand the Asia Pacific market," Ng said.

This year, the event featured an exceptionally high number of knowledge sessions, which scored highly in the delegates' overall event experience. Association buyers who attended the Association Days' Forum were impressed by the presentations and networking opportunities.

Ella Zhou, deputy general manager of Spring International, said, "As an association professional, being at events like IT&CM China allows me to garner precise information about a destination's convention capacity as well as assess the compatibility of our association's event agenda to the economic priorities of its government. Finding new partners and collaborators is also a big plus."

There were also sessions on how to use technology to meet the needs of delegates in this new digital age, featuring experts such as social engagement platform provider, UpNixt,

The event also featured twice as many destination presentations than the year before. Exhibitors included returning destinations such as Shanghai Municipal Tourism Administration, Malaysia Convention & Visitor Bureau and newcomers like VisitScotland.

The crème de la crème of the Greater China travel trade industry were also celebrated in the prestigious TTG China Travel Awards, held at Grand Kempinski Hotel Shanghai. Sixty-one different titles were awarded, including China Eastern Airlines for Best China Airline and Hyatt Hotels & Resorts for Best Global Hotel Chain.



IT&CM CHINA 2017
21 - 23 March

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