

# HEADQUARTERS

Building bridges in the meetings industry

Supported by ESAE and UIA

EUROPE

# 69

Edition December 2015

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

Meeting Media Company

Meetings Industry Publishers

HQ is published 6 times a year:

March, May, June, September,

November, December

## In this issue:

Paris

Azerbaijan

Dubai

Estonia

Glasgow

# AFRICA on the radar of associations



# Malaysia

## Asia's Business Events Hub

At the very centre of Southeast Asia and mid-point between the two fast growing economies of China and India, Malaysia is the gateway of Asia. With a dynamic economy and English-speaking people with a progressive world-view, Malaysia is where the world is coming to meet new discoveries and ideas. World-class infrastructure, great value for money and a unique window to Asian cultures and hospitality make Malaysia the meetings and conventions nexus of Asia.



-  MyCEB
-  @MyCEB
-  MyCEB
-  MyCEB

For enquiries, please contact:

**Malaysia Convention & Exhibition Bureau** (868264-K)

Suite 22.3, Level 22, Menara IMC  
8 Jalan Sultan Ismail  
50250 Kuala Lumpur  
Malaysia

T +603 2034 2090  
F +603 2034 2091  
sales@myceb.com.my  
www.myceb.com.my





## Colophon

**HQ or Headquarters** is a niche publication for European and international associations headquartered in Brussels and all major European cities dealing with the organisation of worldwide congresses. Published 6 times a year. Circulation: 5,000 copies.

### Subscriptions

65€ (all incl.) in Belgium, 75€ (all incl.) in the EU, 95€ (all incl.) in the rest of the world. One subscription entails 6 editions of Headquarters a year. To subscribe: [www.meetingmediagroup.com](http://www.meetingmediagroup.com)

### Editor in Chief

Marcel A.M. Vissers  
T. +32 (0)3 226 88 81  
[marcel@meetingmediagroup.com](mailto:marcel@meetingmediagroup.com)

### Managing Director

Cécile Caiati-Koch  
T. +32 (0)2 761 70 52  
[cecile@meetingmediagroup.com](mailto:cecile@meetingmediagroup.com)

### International Business Development Manager

Jesús Guerrero Chacón  
T. +32 (0)2 761 70 54  
[jesus@meetingmediagroup.com](mailto:jesus@meetingmediagroup.com)

### Managing Editor

Rémi Dévé  
T. +32 (0)2 761 70 55  
[remi@meetingmediagroup.com](mailto:remi@meetingmediagroup.com)

### Finance & Accounting

Farhana Khan  
T. +32 (0)3 226 88 81  
[farhana@meetingmediagroup.com](mailto:farhana@meetingmediagroup.com)

### Design & Print

Press Point.be  
Guido Gezellelaan 106 - 9800 Deinze  
T. +32 (0)9 362 52 50 - [www.presspoint.be](http://www.presspoint.be)

**Supported by ESAE, the European Society of Association Executives, and UIA, the Union of International Associations**

### Address

4 avenue des Prisonniers Politiques  
1150 Brussels (Belgium)  
T. +32 (0)2 761 70 50 - F. +32 (0)2 761 70 51  
[www.meetingmediagroup.com](http://www.meetingmediagroup.com)  
[press@meetingmediagroup.com](mailto:press@meetingmediagroup.com)



**Marcel A.M. VISSERS**  
Editor in Chief

## 2016: The Year of Africa

It's not unusual to read about Africa as the rising star of the meetings continents. They even said: *'We might not yet be the promised land, but we are a continent of tremendous promise'* and *'The 21<sup>st</sup> Century belongs to Africa'*. One of the major commentators in Africa is Amanda Kotze-Nhlapo who says what she thinks: *"We have an African ambition with our MICE fair Meetings Africa in Joburg. The show is the platform for all African countries. In other words, it's not just South Africa*

*that's playing a major role in the development process. Africa has become an economic bright spot, a continent with incredible assets, a population of more than one billion, with amazing diversity in culture and environment."*

In this regard, Headquarters magazine wants to support Africa as it goes forward. It is our duty to report on the latest African developments and to spread the message to the largest possible audience.

But what's on the agenda? In February 2016, the 11<sup>th</sup> edition of Meetings Africa will be held and preceded by an historic event: the first edition of the ECM African Academy (a school for young meetings industry professionals). Three purpose-built congress halls will also open in 2016, in Calabar (Nigeria), Kigali (Rwanda) and Rabat (Algeria). And last but not least, a new MICE fair will be inaugurated in June 2016 in Addis Ababa (Ethiopia): MICE EAST AFRICA! Our contribution as a magazine will be a special edition every year that focuses on Africa. A great example of this is already between your hands.

I have one more special request. I would like to see more African speakers at annual congresses and general assemblies. Or is it still too early for that?

» [MORE STORIES ON WWW.MEETINGMEDIAGROUP.COM](http://WWW.MEETINGMEDIAGROUP.COM)

## Contents

<b>GENERAL</b>		Meetings Africa	23
News	4	Cape Town, ICC	24
Association Portrait	6	Tshwane	26
Paris	8		
<b>SPECIAL FEATURE: AFRICA</b>		<b>DESTINATIONS</b>	
UIA	12	Azerbaijan	28
News	14	Estonia	31
Association Portrait	16	St Petersburg, Russia	32
MICE East Africa	18	Dubai	34
Arusha ICC	20	Shanghai	36
Addis Ababa ICEC	21	Glasgow	38



Cécile Caiati-Koch



Rémi Dévé



Jesús Guerrero Chacón



## NEW BOOK PUBLISHED ON BUSINESS EVENTS MARKETING

Published by Routledge, *Marketing Destinations and Venues for Conferences, Conventions and Business Events*, written by Tony Rogers and Rob Davidson and launched at ibtm world in Barcelona, is an entirely updated edition of the book written by the same authors in 2006 for students of events / tourism / hospitality management as well as for people already employed in convention bureaux and venues of all types. The content of the book has been brought completely up to date, reflecting all of the major contemporary themes and developments in venue and destination marketing, including the use of the social media, brand alignment and content marketing.  
[www.routledge.com/products/9781138852150](http://www.routledge.com/products/9781138852150)

## MEDICAL CONGRESSES CHOOSE ISTANBUL

Medical congresses takes the first place

with over 20% in Istanbul. As being the World's Top 10 Congress Destination, the city hosted around 130 international congresses with 75,864 delegates in 2014 (ICCA) and over 20% of the congresses were medical. If we look at by the end of November 2015, the city welcomed over 40,000 delegates and almost 45% of the delegates were part of medical congresses. One of the important reasons of this success is the number of school of medicines. Istanbul is home to 17 faculties of medicine and 53 universities, with Istanbul University and Marmara University leading the way in this field.  
[www.icvb.org.tr](http://www.icvb.org.tr)

## ICC SYDNEY TO OPEN IN 12 MONTHS

ICC Sydney's contemporary design celebrates Sydney's temperate weather and natural environment with sweeping views of the harbour and city skyline through glass facades and from balconies

throughout the venue. Its smart design in the heart of Sydney provides 70 event spaces and allows for three conventions to run consecutively, each with their own plenary, break out space and catering areas. Australia's largest ballroom sits proudly above the convention centre. It will seat up to 2,000 guests and its balcony provides spectacular harbour views. As the physical venue looks more and more like its architectural renders each day, the operational preparations of venue manager AEG Ogden are also on track.  
[www.iccsydney.com](http://www.iccsydney.com)

## NEW GLOBAL ASSOCIATION HUB PARTNERSHIP

Four cities - Dubai, Singapore, Brussels and Washington, D.C.- recently launched the Global Association Hubs Partnership to help associations expand internationally to better serve their worldwide memberships. At a press conference organized at IBTM Barcelona in November,



Hervé Bosquet, former director, Brussels Convention Bureau, said the point of the four-city partnership was not to attract large association meetings per se, but to make it easier for associations to set up regional headquarters offices in their cities, and their regions.

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

**ACCOR BUYS FAIRMONT, RAFFLES AND SWISSÔTEL**

The French hotel chain Accor is buying FRHI, the company that owns the luxury hotel lines Raffles, Swissôtel and the Canada’s Fairmont. This deal is expected to close in mid-2016. Accor currently owns over 3,800 hotels across 92 countries worldwide under the brand names Ibis, Sofitel, Novotel and others. The three acquired companies own 155 hotels and resorts (of which 40 are currently under development), and more than 56,000 rooms worldwide. Among the hotels are some iconic Canadian hotels

such as: Fairmont Banff Springs, Chateau Lake Louise, Fairmont Le Château Frontenac in Quebec City, Chateau Laurier in Ottawa, Royal York hotel in Toronto and Montreal’s Queen Elizabeth.

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

**APPOINTMENT OF THE HEAD OF THE NANTES CONVENTION BUREAU**

With 10 years of experience in organising professional events for the Voyage à Nantes as head of business tourism promotion, Lucile Legal Suire has been appointed to run the Convention Bureau of the Nantes Saint-Nazaire metropolitan area. The Bureau leverages the synergies with the agency’s expertise and provides a neutral and objective gateway to the territory. It will facilitate operational cooperation with the sectors of excellence to promote the hosting of scientific and economic events.

[meeting.nantes-just-imagine.com](http://meeting.nantes-just-imagine.com)

**LJUBLJANA: SUSTAINABLE WAY OF HOLDING MEETINGS**

The 2016 European Green Capital, Ljubljana is constantly promoting sustainable and healthy activities in the city. The Slovenian capital has received many awards for its sustainable initiatives, and this December, again, Green Destinations launched its “Sustainable Destinations Global Top 100 list” and put Ljubljana on the list. The jury stated: “Ljubljana has in the last 10 years achieved a remarkable sustainable transformation including local transport, pedestrianising of the city centre, protection of green areas and effective solutions in waste and water management. The main focus of city development is to increase the quality of life, include stakeholders in city management, preserve the local identity and offer its visitors a unique experience.”

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



# INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION

## A certain need for a global and strong network

**IELA, the International Exhibition Logistics Association, is the only worldwide trade association dedicated to enhancing the professionalism of the transportation logistics and freight handling segments of the exhibition and event logistics industry. Christoph Rauch, IELA Chairman, tells HQ how they operate.**



Christoph Rauch

### **HQ: Could you briefly present the Association?**

*Christoph Rauch:* IELA's strict entry requirements focusing on exhibition & event expertise assure the highest level of quality services. Our members are recognised as the industry leaders and niche providers in their regions as well as around the

established the IELA Survey to improve the service level, quality and professionalism of all IELA members in March 1987. The IELA STANDARD OF PERFORMANCE SURVEY is the unique tool that benchmarks our member's performance. The winner of the respective category – Domestic Agent or Export Agent – receives the Best Agent Award at the annual

on average: IELA defines itself as a very active association driven by its members. During our annual congress our members brainstorm at the Working Group Sessions (Organisers & Venues, Standards & Customs, Membership, Training and PR & Marketing). This is the most important platform for members to contribute their opinions on important matters concerning IELA's future plans and projects. The IELA FORUM, taking place also during our Congresses, is the annual industry panel discussion where IELA builds the bridge between organisers, venues, exhibitors and our members.

### **THE NEED FOR A GLOBAL AND STRONG NETWORK OF HIGHLY SKILLED PROFESSIONALS IS GETTING MORE AND MORE ESSENTIAL TO SATISFY NOT ONLY THE EXHIBITOR'S NEEDS BUT SHOW ORGANISERS AND VENUE OPERATORS**

globe. Currently IELA has 144 members and 32 affiliates in 49 countries.

IELA Congress, the highest quality recognition within the Industry.

### **HQ: Can you share your views about some of the challenges and opportunities your organisation faces?**

*Christoph Rauch:* Our association seeks to professionalise all segments within exhibition and event logistics, set corresponding standards and ensure compliance with them. This is a hallmark of the high quality level of our members.

### **HQ: Can you tell us about the events you organise?**

*Christoph Rauch:* IELA provides a platform for all companies, people and associations engaged in this field for sharing knowledge and information, for establishing business contacts and for further training.

IELA faces since its beginning the challenge and responsibility of being recognized as the elite echelon of the world's best exhibition and event logistics providers. Therefore we

IELA makes strong efforts on delivering Members benefits to all corporation levels having access to a full range of events:

- the *Annual Congress* addresses CEOs and Directors, with 220 participants

### **PAST AND FUTURE IELA CONGRESSES**

- 2016:** 31<sup>st</sup> IELA Congress & General Assembly, Dublin
- 2015:** 30<sup>th</sup> IELA Congress & General Assembly, Singapore
- 2014:** 29<sup>th</sup> IELA Congress & General Assembly, Amsterdam
- 2013:** 28<sup>th</sup> IELA Congress & General Assembly, Munich
- 2012:** 27<sup>th</sup> IELA 2012 Congress & General Assembly, Barcelona
- 2011:** 26<sup>th</sup> IELA Congress, Seoul, Korea
- 2010:** 25<sup>th</sup> Jubilee IELA Congress, Paris

- the *Partnering Event*, open to the whole industry, is the most important networking platform worldwide with over 350 delegates every year.
- the *Winter Seminar*: Training and education ranks very high on IELA's agenda. Our Winter Seminar is an education and networking event, targeting our members young professionals. 194 students have been qualified for future tasks since 2002!
- the *Operations Summit* reaches out to the operational level. This new event is taking place in Hong Kong in January 2016 under the theme "The New Angle of Networking". During this event our member's staff from the operational level will experience a mix of social- and industry related events, taking advantage of workshops with renowned guest speakers of the Trade Fair business and benchmarking amongst industry peers.

**What is the association's decision process concerning the events you organise? How do you decide on destinations and venues?**

*Christoph Rauch:* Our events take place at member's destinations. Every member may apply to be next year's host. During the General Assembly every delegate votes for his/her favourite destination. The city with the most votes wins and becomes the venue of the next year.

**Your 31<sup>st</sup> conference will be held in Dublin next year. Can you tell us how planning the event is like?**

*Christoph Rauch:* The slogan and event spirit next year will be "INSPIRE BUSINESS – WELCOME TOMORROW". We are working now on our Congress content concept and are thrilled about some nice thinking-out of the box speakers that will inspire our members. We would be pleased to report HQ Magazine readers more about our event later in 2016.

**What has the most memorable event been so far? Why?**

*Christoph Rauch:* The most memorable event probably was our last congress in Singapore, where we celebrated our 30<sup>th</sup> anniversary in an outstanding environment.

The strong attendance in Singapore really highlighted the key role of IELA as a knowledge and networking platform and as the meeting point of the industry worldwide. 358 delegates representing 195 companies from 49 countries arranged a total of 3,247 meetings via MY AGENDA, IELA's online pre-arranged meeting software. At our Gala Dinner at Clifford Pier we were proud and pleased to award GBH Exhibition Forwarding Ltd UK as Best Domestic Agent 2014 and SWISS EXPO LOGISTCS AG as Best Export Agent 2014.

**How would you summarise new trends in the association congress world?**

*Christoph Rauch:* In the context of globalisation, digitalisation and sustainable development, our members as well as our organisation are facing several challenges. The need for a global and strong network of highly skilled professionals is getting more and more essential to satisfy not only the exhibitor's needs, but of equal relevance and importance for Associations, show organisers and venue operators. Our goal as an Association is to continue to focus on strengthening our network and education & training programme, boosting our brand and working on new projects giving our members more tools which support their daily work and business development.

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



Celebrating IELA's 30<sup>th</sup> anniversary



Networking Sessions



Working Group Sessions 2015



Welcome Cocktail Partnering Event 2015



# GROWING *Together*

Your congress, helping knowledge to grow  
**PARIS**, helping your congress to grow



Paris Convention Bureau  
[convention@parisinfo.com](mailto:convention@parisinfo.com)  
[CONVENTION.PARISINFO.com](http://CONVENTION.PARISINFO.com)

**PARIS**  
Convention  
and Visitors Bureau





# CONGRESSES GIVE PARIS THEIR VOTE OF CONFIDENCE

**In the aftermath of the 13 November attacks, maintaining the holding of major events was a strong signal for the business tourism and congress sector.**

Among many examples, the EWEA conference, dedicated to wind energy, held in Paris between 17 to 20 November at Paris Expo – Porte de Versailles, attracted 6,500 participants and 350 exhibitors. The AFU Congress of the French Association of Urology also went ahead as planned and was held from 16 to 21 November with an overall attendance rate similar to that of 2014. Likewise, the ADF (40,000 pax) Conference and Exhibition for the Dental profession took place from 24 to 28 November at the Palais des Congrès.

As early as the weekend following the tragic events, Paris Convention and Visitors Bureau and all the teams organising events moved into action and closely worked with congress planners to guarantee them the best working conditions, both in terms of tightened security and logistics. These efforts played an important part in the decision to go on with the events.

In parallel, on 23 and 24 November, VIPARIS and Paris Convention and Visitors Bureau organised a joint promotional operation with AccorHotels, inviting some fifteen or

largest congress centre in Europe will open its doors with a major event: the Congress of the European Association for the Liver (EASL), in April 2018.

## **PARIS CONVENTION AND VISITORS BUREAU CLOSELY WORKED WITH CONGRESS PLANNERS TO GUARANTEE THEM THE BEST CONDITIONS, BOTH IN TERMS OF TIGHTENED SECURITY AND LOGISTICS**

so representatives of European associations organising conferences in Paris with large numbers of attendees. It was also the opportunity to renew their confidence in Paris, whose power of attraction for association and congress attendees was confirmed by the latest ICCA rankings, which came out in May 2015.

On the itinerary was a visit to the gigantic building site where work is currently underway, at the Porte de Versailles. The

This new site opens up new perspectives for this sector, which is a driving force for France's economy and whose financial benefits are estimated at more than one billion euro each year.

**For more information, don't hesitate to contact Clément Laloux, Marketing Director  
+33 (0)1 49 52 53 02  
claloux@parisinfo.com**

# IMEX



## Association Day



18 April 2016



“Let’s meet!”

## Is your association still relevant?

If you work for an association, organising international conferences and events, then Association Day is specifically for you – a chance to assess how well your association is adapting in an ever-changing world.

### Learn, share, get new ideas

Every year, the day before IMEX starts, over 300 association executives gather for a **tailored day of educational sessions and peer-to-peer problem-solving workshops**. Throughout the day, issues experienced by associations across all industry sectors are discussed, giving delegates the chance to forge partnerships and make worthwhile connections.

### Association Day 2016

The focus for Association Day 2016 will be relevancy and exploring the ways in which associations across the globe are tackling this issue.

### Meet people from other associations and stay in touch

After a day of learning, delegates stay on to enjoy **Association Evening**, our much-loved cocktails and hot buffet reception – where you’ll find yourself chatting and laughing with peers and suppliers.

### Get your events underway

After Association Day, IMEX – the meeting industry’s annual three-day exhibition in Frankfurt – is the place to get your event planning started by meeting with destinations, venues and suppliers all under one roof.

**Come to IMEX in Frankfurt on 19-21 April 2016, and go home with a smile.**

Be a part of Association Day,  
**Monday 18 April 2016.**  
For more info, contact the lovely  
Natasha Richards.



The worldwide exhibition for incentive travel, meetings and events.

Call: +44 (0)1273 224917  
Email: [natasha.richards@imexexhibitions.com](mailto:natasha.richards@imexexhibitions.com)  
Web: [imex-frankfurt.com/association](http://imex-frankfurt.com/association)



Lufthansa  
Official Airline





**HEADQUARTERS**

**SPECIAL  
FEATURE**



# A LOOK AT MEETINGS DATA FOR AFRICA

*For information on the background of the data presented here, the reader is encouraged to review the most recent press release available from [www.uia.org/publications/meetings-stats](http://www.uia.org/publications/meetings-stats)*

*Data gathered by Joel Fischer, Union of International Associations.*

The diversity contained within the content of Africa provides a challenge to anyone examining a continental overview of international association meetings. The sub-divisions used to describe cultural, sociopolitical and geographical features of the continent are many: Lusophone, Francophone, Commonwealth, Sub-Saharan, Maghreb, MENA, ACP, ECOWAS, CEMAC, EAC, SADC, AU, East-West-North-South and so on.

While these subdivisions and the richness they represent provide useful contexts for examination and reflection it is also the case that long-term and broad views also provide one with interesting perspectives.

What are the basic conditions for a robust meetings industry? Infrastructure, of course, in the form of facilities that can host events (congress centres, hotels, universities). Also required is some minimum level of the basic freedoms necessary for civil society and associations to function. And then there are the content elements – the universities and industries and professions which comprise regional and international associations.

To see where Africa stands on these above points, one will find an impressive array of documents and statistics from intergovernmental bodies, national offices, associations and research institutes.

To see where African and international associations hold congresses on the continent... read on.

## WHAT'S THE UNION OF INTERNATIONAL ASSOCIATIONS (UIA)?

The Union of International Associations is a non-profit, independent, apolitical, and non-governmental institution in the service of international associations. Since its foundation in 1907, the UIA is a leading provider of information about international non-profit organisations and a premium networking platform between international organisations and the meeting industry worldwide.

### Main activities:

- Yearbook of International Organisations - contains information on over 68,000 international organisations active in all fields of human endeavour, in all corners of the world.
- International Congress Calendar - with information on over 428,000 international meetings. Available online, in pdf, and on paper.
- Annual Associations Round Table

For more information, please contact [uia@uia.org](mailto:uia@uia.org)



Masaai in Tanzania African culture and tribes

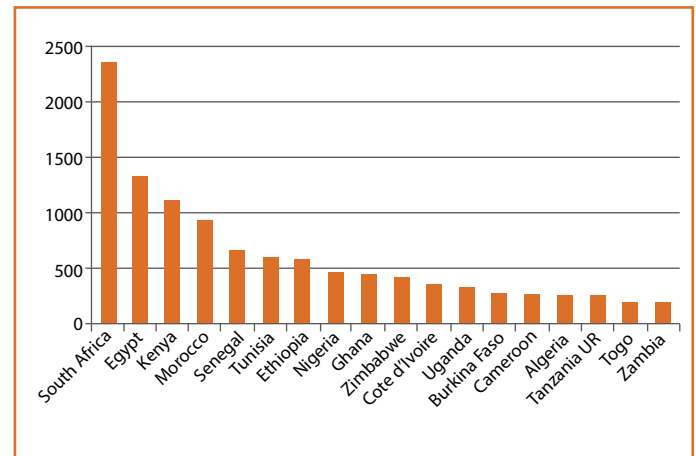
**Top 25 African Cities, for meetings spanning all years/decades, in the UIA database**

Ranking	City	Country
1	Cairo	Egypt
2	Nairobi	Kenya
3	Cape Town	South Africa
4	Dakar	Senegal
5	Tunis	Tunisia
6	Addis Ababa	Ethiopia
7	Johannesburg	South Africa
8	Accra	Ghana
9	Harare	Zimbabwe
10	Marrakech	Morocco
11	Durban	South Africa
12	Abidjan	Cote d'Ivoire
13	Rabat	Morocco
14	Kampala	Uganda
15	Ouagadougou	Burkina Faso
16	Yaoundé	Cameroon
17	Abuja	Nigeria
18	Algiers	Algeria
19	Arusha	Tanzania UR
20	Pretoria	South Africa
21	not specified	South Africa
22	Lagos	Nigeria
23	Lomé	Togo
24	Casablanca	Morocco
25	Lusaka	Zambia

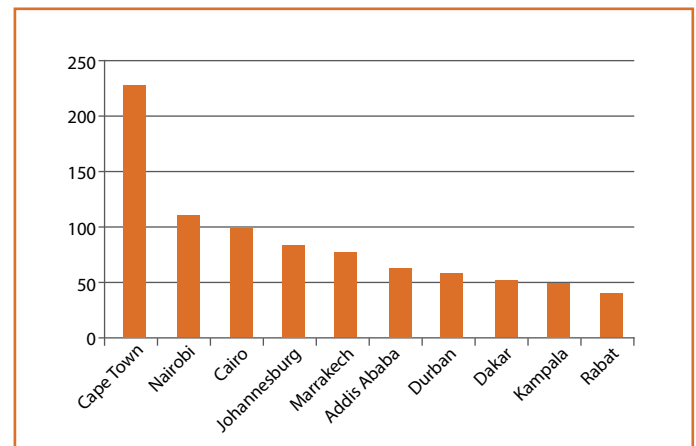
**Top 25 African Cities, for meetings from the years 2010 through 2014**

Ranking	City	Country
1	Cape Town	South Africa
2	Nairobi	Kenya
3	Cairo	Egypt
4	Johannesburg	South Africa
5	Marrakech	Morocco
6	Addis Ababa	Ethiopia
7	Durban	South Africa
8	Dakar	Senegal
9	Kampala	Uganda
10	Rabat	Morocco
11	Accra	Ghana
12	Tunis	Tunisia
13	Abidjan	Côte d'Ivoire
14	Abuja	Nigeria
15	Stellenbosch	South Africa
16	Dar es Salaam	Tanzania UR
17	Gaborone	Botswana
18	Pretoria	South Africa
19	Khartoum	Sudan
20	Arusha	Tanzania UR
21	Ouagadougou	Burkina Faso
22	Hammamet	Tunisia
23	not specified	South Africa
24	Yaoundé	Cameroon
25	Casablanca	Morocco

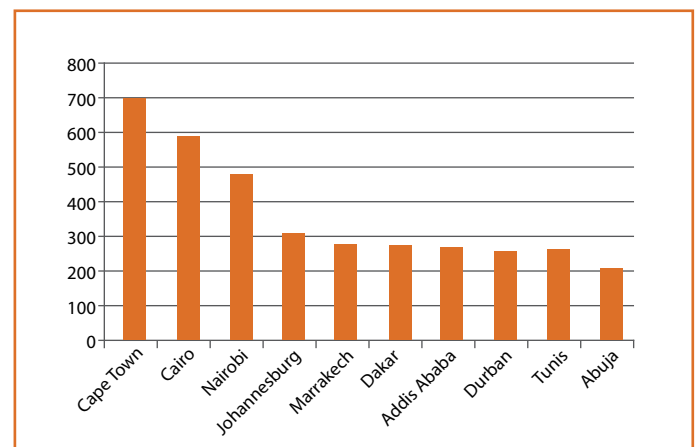
**Rankings by country, for meetings across all time, within Africa**



**Top 10 Cities in Africa, for meetings for the period 2010-2014**



**Top 10 Cities in Africa, based on cumulative figures, for meetings for the period 2000-2014**



# AFRICA ON MARCEL'S RADAR

Yes you are right, I am an Africa lover. This was my answer to Kumneger Teketel from Ethiopia who referred to me as *"a man born for the Global Meetings Industry. Full of new MICE industry ideas and knowledge that motivate me"*. Perhaps I was not born for that reason, but I like it very much. Now let me bring you a few noteworthy developments going on on the African continent.

*News items collected by Marcel A.M. Vissers*

## CIMGLOBAL OPENS AN OFFICE IN JOBURG

CIMGlobal recently announced the opening of their office in Johannesburg, South Africa. The expansion of CIMGlobal to the African continent gives the company a presence in four regions: Asia, Europe, Middle East and Africa. Sal Pillay will be heading up the division. With her over 30 years of experience in the hospitality and corporate industry in South Africa the company trusts to have found the right person for the job. Sal is very familiar with the meetings industry from her roles at Durban ICC and Qatar MICE Development Institute. She said: *'Africa is a fast developing region with so much on offer. It provides an attractive option to both the business and leisure traveller. New hotels and meeting venues are mushrooming throughout the region. This emergence*

*of Africa as a viable new destination has prompted CIMGlobal to expand operations into Africa with the opening of the Johannesburg office.'* The official launch of the office took place early October.

## THE SECOND SUMMER NEWSLETTER OF LINDIWE RAKHAREBE

The newly appointed CEO of Durban ICC, Lindiwe Rakharebe, sent me the 'Second Summer' edition of the Sanibonani Newsletter with the good news that they are blessed with two summers a year, so she couldn't really call it her 'Winter Edition'. Now I understand, Lidiwe, why you are always so happy in Durban. The Durban ICC has once again been honoured with another international award for service excellence. Voted "Africa's Leading Meetings and Conference Centre" at

the annual Africa and Indian Ocean Gala Ceremony held at the Kempinski Seychelles Resort, Durban ICC indeed took top honours at the 2015 World Travel Awards (WTA). Congratulations Lidiwe!

## TAUBIE MOTLHABANE IS BACK

From 1 January 2016 Taubie Motlhabane will be the new Executive Director of the Tshwane Convention & Visitors Bureau. Taubie is not new to the meetings industry. She was the Business Tourism Manager responsible for Association and InterGovernmental Meetings for three years at SA Tourism. Her latest job was Divisional Head: Stakeholder & Relationship Management DEMS of the City of Ekurhuleni. From now on I will call her 'A Capital Lady'.



Algiers CIC



Lindiwe Rakharebe, CEO of Durban ICC



Daniel Charbonnier

## WHAT AN ASSOCIATION DAY IN NAIROBI!

One of the best Association Days I attended in Africa was the one last year in Nairobi: the Association Development Workshop. For that occasion - but also foreseeing Obama's visit - the Kenyatta International Convention Centre (KICC) underwent a fantastic facelift. The organisation was top, a feather in the cap of CEO Fred Simiyu: *'The event was a big success for KICC and the country at large. We have already received positive feedback from several associations expressing interest in working with KICC to bid and host international events. We are now working on the 2<sup>nd</sup> Kenya MICE Expo on 20<sup>th</sup> to 22<sup>nd</sup> January 2016.'*

Another comment came from Jeffers Miruka, from the African Association of Agricultural Economists: *'It was humbling to be one of your key speakers during the first and very successful Association Management Workshop at our own KICC. I am glad that we now have a starting point moving forward and the flame will continue burning more*

*brightly into the future. From the responses I have been receiving, I have no doubt all the participants learned, networked and made key contacts that will help them. As a Kenyan, I will continue serving as an international ambassador in promoting Kenya and all our key destinations for business & conference tourism and hope that Chris, Damian and Marcel will also help us.'* I will do my best, Jeffers.

## ALGIERS CIC, WITH PAUL D'ARCY

The International Conference Center (the "CIC") is currently being constructed in Algiers by the government of Algeria. This impressive site is scheduled to be completed and scheduled to open in the second quarter of 2016. It will be a first-class state-of-the-art international conference centre housing meeting rooms, exhibition halls, restaurants, retail space, parking facilities and an amphitheater that will accommodate over 6,000 delegates. The total capacity of the CIC is approximately 10,000 people and the configuration of the space allows the CIC to host multiple events at the same time. Already the CIC is sure to put Algiers

on the map as a premier conference destination in North Africa and the Middle East.

Global Hospitality Management, LLC ("GHM"), an affiliate of Drew Company, Inc., who developed the Seaport Hotel and World Trade Center Boston Complex, has been selected to operate and manage the CIC. The firm has had over 25 years of experience in owning and managing trade centre operations.

Paul D'Arcy, who has recently joined from the Calabar ICC and previously managed the Borneo Convention Centre, Kuching, Qatar National Convention Centre and Perth Convention & Exhibition Centre, has been appointed CEO and Executive Director, whilst Daniel Charbonnier, an industry professional who has many years of hospitality experience gained in such renowned brands as Four Seasons Hotels and Resorts, and provided advisory services and hands on operations assistance on assignments in India, Azerbaijan, Singapore, Russia and Switzerland, has been appointed COO.



Johannesburg



Paul D'Arcy



Taubie Motlhabane



# AFRICAN ASSOCIATION OF AGRICULTURAL ECONOMISTS

## A talk with CEO Jeffers Miruka

Jeffers Miruka is the current CEO of the African Association of Agricultural Economists (AAAE), a position he was appointed to in 2010. The African Association of Agricultural Economists (AAAE) is a pan-African professional association of agricultural economists and other social scientists with special interest in agricultural economic issues and affairs, working in agriculture and broadly related fields of applied economics, development and other subjects related to policy. The association is headquartered in Nairobi, Kenya.

*Interview Marcel A.M. Vissers*

### **HQ: How did you fall in love with associations?**

*Jeffers Miruka:* In 2004, I was tapped to co-organize a conference that was taking place in Nairobi. It was an association's inaugural conference. The event brought together about 100 delegates for a 3-day professional sharing and networking event. After the event, the officials elected during that conference requested my assistance to get the association officially registered by the government of Kenya. I obliged and assisted out with the registration. Since then, I realized the importance of associations in bringing together people with common interests and aspirations in order to achieve their shared goals. And that's how I fell in love with associations and continue finding myself in the association world.

### **HQ: You are now the CEO of an association. What are your greatest achievements?**

*Jeffers Miruka:* Ordinarily, associations work differently as they're more often professional clubs, or whatever their nature. The spinal cord of associations is its members, and the association must serve the interest of members and be seen to promote their aspirations. At the African Association

maintaining our members year-in-year-out, while attracting more.

We are one of the most vibrant and recognizable associations in Africa, which is absolutely helping in the realization that our goals and aspirations are being achieved. Streamlining our operations and successfully undertaking our core projects has also

**THE SPINAL CORD OF ASSOCIATIONS IS ITS MEMBERS, AND THE ASSOCIATION MUST SERVE THE INTEREST OF MEMBERS AND BE SEEN TO PROMOTE THEIR ASPIRATIONS**

of Agricultural Economists (AAAE), I have quite a number of achievements, key among them being the ability to see our membership base increase drastically from within Africa and around the world, and

been part of my great achievements. With the goodwill of our members, I have no doubt that we are headed to the moon. But remember, it takes time and a lot of energy to build a successful association model.





Jeffers Miruka

**HQ: How do you think associations in Kenya and the rest of Africa will develop?**

*Jeffers Miruka:* Allow me to quote what the American Society of Association Executives and the Center for Association Leadership wrote in their book; “7 Measures of Success on What Remarkable Associations Do That Others Don’t.” and that is; (1) Commitment to Purpose, (2) Commitment to Analysis and Feedback, and (3) Commitment to Action. For Kenyan and the rest of African associations to grow, they must follow and learn how to administer the above-mentioned measures. It is upon the officials and members of every association in the African continent to set the agenda of their associations. Failure to which will only lead to having that registration paper in their safe, without purpose. Then again, it beats logic to register an association that is not living to its objectives and goals. The economic importance of associations in any country is quite phenomenal to say the least.

**HQ: You have been appointed to set up and lead the African Society of Association Executives (AfSAE).**

**What are the chances of success?**

*Jeffers Miruka:* Whenever something new starts, there is always excitement and desire by everyone involved to see it succeed almost overnight. But it’s never the case. First, we must put in place a strategy, structure, and process for any success to be achieved. When the African Society of

Association Executives (AfSAE) was founded early this year during Meetings Africa 2015 in Johannesburg, South Africa, where I was elected the founding President, we appointed Talley Management Group Inc., USA to be our management company for the period of setting up. At the same time, I was given an executive committee, from among the founders, to spearhead this setup. Talley Management, under Gregg Talley is doing a fantastic job in helping us through this process. Under my leadership, I am 99.9 per cent optimistic that this is going to be a great success story in years to come. Ask me the same question after 3 years, and I will gladly share with you our success stories.

**HQ: What is necessary to give the African MICE industry a boost?**

*Jeffers Miruka:* Obviously the MICE industry in Africa is not doing well at all. But for this major industry to start shining, the governments around Africa, and especially the

departments of tourism must wake up. We as stakeholders must also petition our governments on the need to develop this billion-dollar industry in order to realize our economic development. The MICE industry in the USA alone rakes in so much money annually than the sum total of annual budgets of all sub-Saharan Africa countries excluding Nigeria. If you were to do a quick head count, only about 10 African countries, out of 54, have in place National Convention Bureaus. The question is why? My own country Kenya doesn’t have a convention bureau in place, which may sound rather odd.

[aaae-africa.org](http://aaae-africa.org) | [afjare.org](http://afjare.org) | [aaae2016.org](http://aaae2016.org)

Mr. Miruka is the Founding President of the African Society of Association Executives (AfSAE) with its headquarters in Johannesburg, South Africa. AfSAE provides a forum for the education, training and sharing of knowledge about the practice of association or not for profit management in Africa, and aimed to promoting the association model and value of civil society growth and participation in national and continental development.

Mr. Miruka has over 10 years’ combined experience in Association management and the MICE industry in Kenya. He has worked closely with leading international figures in association development in Africa and has a wide international experience with ICCA, IMEX, IBTM, and Meetings Africa. Mr. Miruka is a graduate of Computer Science and currently pursuing a Masters program. He is a passionate campaigner of Business/Conference Tourism. Mr. Miruka is a renowned public speaker mostly concentrating on associations and association development in Africa.

**AAAE CONFERENCES**

- 2004: Nairobi, Kenya (100 delegates)
- 2007: Accra, Ghana (250 delegates)
- 2010: Cape Town, South Africa (407 delegates)
- 2013: Hammamet, Tunisia (375 delegates)
- 2016: Addis Ababa, Ethiopia (expected approx. 500 delegates)



# MEETINGS, INCENTIVES TRAVEL CONFERENCES & EXHIBITIONS EAST AFRICA

international  
**FORUM & EXPO 2016**  
Addis Ababa

**Addis Ababa 2016**

Primary Event in the Region  
[www.miceeastafrica.com](http://www.miceeastafrica.com)

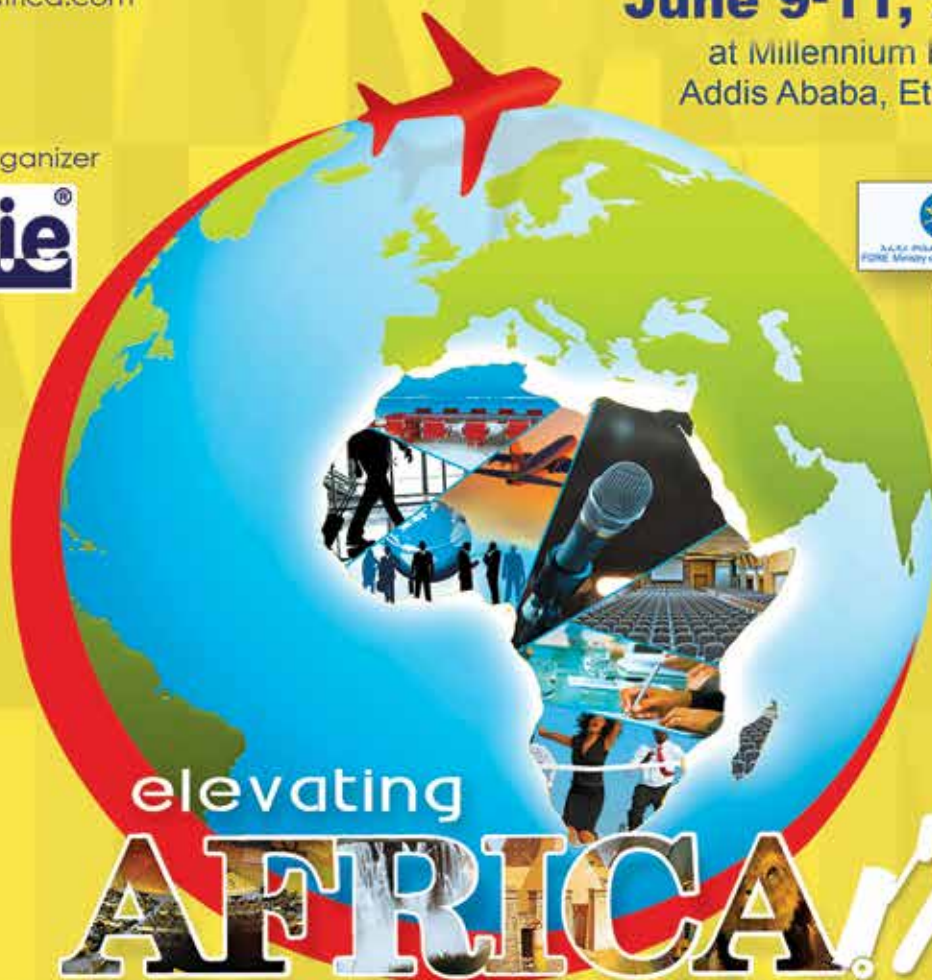
**The Travel Business**  
**June 9-11, 2016**

at Millennium Hall  
Addis Ababa, Ethiopia

Founder & Organizer



Event Supported by



elevating  
**AFRICA**  
to the top

Meetings, Incentives, Conferences/Congress & Exhibitions/Events

Contact us : +251-118 693 430 / +251-934 240 443 / 45  
[info@miceeastafrica.com](mailto:info@miceeastafrica.com)

## Who Attends and Exhibits?

Media Partner



- Destination Management Companies (DMC) & Airlines
- Conference Facility Vendors, Conference Hotels & Resorts
- Financial Inst. , Associations & Regional Convention Offices
- MICE Business Executives & Professionals
- PEO, PCO's, Hosted Buyers, Marketing & PR Agencies
- Corporate Travel & Event Organizers Suppliers & Planners
- International Tourism Destination Marketers

- Loyalty Program Innovation Advancement
- Tour & Travel Operators
- Government Support Authorities
- Tourism & Travel Consultants/Professionals
- Travel & Incentive Innovations & Technology
- Logistics & Catering Firms

# A NEW MICE FLAME IN ETHIOPIA

Kumneger Teketel, the organising talent behind the well-established Hotel Show (Hospitality and Tourism Trade Show) in Ethiopia is launching a new fair: the First MICE East Africa 2016 Forum and Expo in Addis Ababa (June 9-11). His goal: to put Ethiopia on the African MICE map.

Text Marcel A.M. Vissers

## HOW TO EXPAND THE MEETINGS INDUSTRY?

The Ministry of Culture and Tourism together with the Ethiopian Tourism Organization (ETO) is undertaking a study, looking at how the meetings industry could expand its earnings. "We want to understand how ETO can collaborate with individuals and institutions to ensure that we attract more international meetings. We also want to facilitate MICE events to ensure that events held here are successful," said Solomon Tadesse, Chief Executive Officer (CEO) of ETO. Solomon pointed out that the study, to be completed this fiscal year, will indicate gaps in the industry and recommendations on how relevant government bodies can support the MICE industry. "Currently, we are gathering data from different stakeholders. The data will help us paint an accurate picture of the MICE industry and show us gaps that need to be addressed. The study will also help us prepare a clear strategy for the industry and guidelines that will facilitate our work. The aim is to support those involved in organising international meetings."

## THE NEED FOR A NATIONAL CONVENTION BUREAU

Kumneger Teketel, General Manger of Ozzie Business and Hospitality, the organisers of the MICE East Africa Expo, said the government's interest and research initiative is a step in the right direction. "When people come here to attend MICE events, they don't come for one purpose only. They reserve hotel

rooms, they visit places, they take transportation, they eat food. When we take these things into account, we can see how meetings have a positive impact on a country," he said. Both Kumneger and Solomon agree that despite progress in attracting more meetings, much remains to be done.

"The country has recently hosted big international events such as the Financing for Development (FFD3) conference and the government is working to attract more events," said Solomon. Big conferences such as the FFD3 were organized in the absence of national convention bureaus, which in countries like Tanzania and South Africa, are responsible for coordinating MICE events. According to Kumneger, "The study should consider the need for national convention bureaus to support the MICE industry." All this efforts must lead to a successful first edition of a MICE fair in June 2016.

### ON THE AGENDA MICE EAST AFRICA 2016 – ADDIS ABABA, ETHIOPIA (JUNE 9-11)

1. New Venue Branding and Marketing Strategy in East Africa
2. Regional MICE Business Strategy, Alliance and Exploitation.
3. Winning Business Models on Meeting Industry.
4. The flattering environment of the Ethiopian Meeting Industry.
5. Social & Cultural impact on MICE Business.
6. Technology & Innovation on Global MICE Industry



Organisers are inviting more than 150 hosted buyers - with a focus on European conference and incentive travel organisers - for a three-day visit to the first MICE East Africa Forum and Expo. If your application is accepted, return airfare, hotel accommodation and Forum registration will be offered. Please write to [ozzietradingandconsult@gmail.com](mailto:ozzietradingandconsult@gmail.com) to apply.

# Looking for a meeting venue...

...welcome to AICC, located at the heart of Africa, midway between Cairo and Cape Town. AICC is your perfect venue for meeting requirements. With abundant natural attractions around, the Centre can accommodate 10 - 1,350 delegates.

**Combine business with leisure and get the best of both**

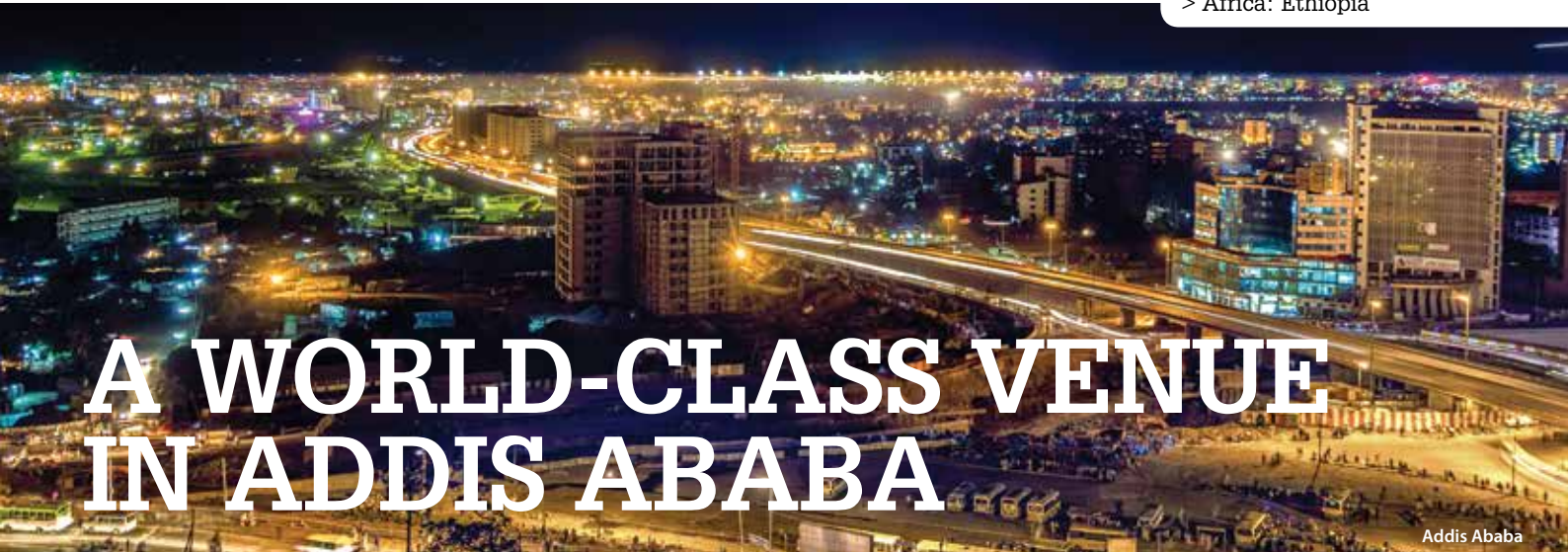
CONFERENCE : CAPACITY - SEATING - FACILITIES																			
CRITICAL CAPACITY			SEATING					FACILITIES											
	LEVEL	FLOOR AREA M <sup>2</sup>	THEATRE	CLASS ROOM	CONFERENCE	RECEPTION	HOLLOW SQUARE	HORSESHOE	SIMULTANEOUS INTERPRETATION	RECORDING FACILITIES	HEAD SET	MICROPHONE	LCD PROJECTORS	VIDEO/ RECORDING	PROJECTION SCREENS	FIXED SITTING	WRITING TABLE	PODIUM FOOD & BEVERAGE	AV LAN and WIFI
Simba (Plenary Hall)	G	1018	1350						✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mbaya wayu (Ngorongoro BLC)	7	402.5	270						✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Tausi (Serengeti BLC)	1	230	160						✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Manyara (Ngorongoro BLC)	3	78		50	20		50		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Twiga (Ngorongoro BLC)	7	113		70			45		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Themti (Ngorongoro BLC)	7	68.16		50	20			30	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Dikdik (Serengeti BLC)	1	68.34						25	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Kagera (Ngorongoro BLC)	7	46.08		25	15		20		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mbuni (Ngorongoro BLC)	7	46.08		25	15		20		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Exhibition Area (Lobby B)	7	160				130			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ngorongoro BLC									✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Restaurant Serengeti BLC	1	482				546			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Piazza Open Area	1	2065				2500			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

A member of  
  
 EXCELLENCE IN  
 CONVENTION CENTRE  
 MANAGEMENT



For further Information/Bookings,  
 please contact :  
**The Managing Director**  
**Arusha International Conference Centre**  
**P. O. Box 3081, Arusha - Tanzania.**

Tel: +255-27-2050-181-5  
 +255-27-2050-201  
 Fax: +255-27-205-0201  
 Email: md@aicc.co.tz  
 Website: www.aicc.co.tz



Addis Ababa

Ethiopia is known to hold the original ark of covenant, it is home of Lucy, the ancestor of mankind, and Ethiopian coffee is of world fame. The country's culture is unique; traditions, food, religion, custom, language, dancing, music are all very diverse and beautiful. But the country is also pulling up its meeting sleeves, with the construction of the Addis-Africa International Convention and Exhibition Center (AAICEC).

With more than 14 major wildlife reserves, Ethiopia provides a microcosm of the entire sub-Saharan ecosystem. Birdlife abounds, and indigenous animals, from the rare Walia ibex to the shy wild ass, roam free just as nature intended. Ethiopia, after the rains, is a land decked with flowers and with many more native plants than most countries in Africa.

**AT THE CROSSROADS**

With one of the largest biodiversity zones in the world, nine UNESCO World Heritage sites, as well as one intangible one (Ethiopia Meskel Festival: The finding of the true cross), Ethiopia is a place like no other, a land of formidable mountains, broad savannah, lakes and rivers. The unique Rift Valley is a remarkable region of

**STANDING PROUD ON 11 HECTARES OF LAND IN A PROMINENT LOCATION, AAICEC IS THE FIRST OF ITS KIND IN THE COUNTRY, AND IN EAST AFRICA**

volcanic lakes, with its famous collections of birdlife, great escarpments and stunning vistas. The Blue Nile falls rank as one of the greatest natural spectacles in Africa today.

Ethiopia sits in the horn of Africa, at the crossroads linking Europe, Asia and Africa. The rapid and continuous growth of its economy attracts many foreign and local

investors to participate in the country fast-moving business development.

**GREAT POTENTIAL**

To tap into its great potential, Ethiopia is now working hard developing its venue and accommodation infrastructure, with the construction of the Addis-Africa International Convention and Exhibition Center (AAICEC) in the Ethiopian capital.

Standing proud on 11 hectares of land in a prominent location, AAICEC is the first of its kind in the country, and in East Africa - it will provide flexible space for international, regional and national events, which in turn will create great economic benefits to

Ethiopia as a whole. AAICEC is the result of a public-private partnership.

Since Addis Ababa is the seat of Africa Union, Africa Economic Commission, more than 100 embassies, and many international headquarters of businesses, AAICEC will not only be filling the gaps in the supply of venues but will also become a hub for



innovation exchanges and economic development. AAICEC will be a focal point of business in Africa, facilitate regional and international trade and investment, and extend access to global markets for Ethiopian firms, while putting Ethiopia and Africa on the global meeting map.

As for figures, AAICEC will boast several exhibition halls (for a total of 20,600 sqm of indoor space), one multipurpose hall (capacity: 5,000), 2 auditoriums with 500 seats each, 6 small meeting rooms for up to 100 seated participants, alongside a five-star hotel, restaurants, playgrounds, a shopping mall, and even a theater.

**CONTACT**

**info@aaicec.com**  
**www.aaicec.com**

# Looking for a meeting venue...



The Julius Nyerere International Convention Centre (JNICC) is an ultra-modern convention centre located in Dar es Salaam city Tanzania. JNICC is a branch of Arusha International Conference Centre (AICC). JNICC is a purpose-built Convention Centre with sophisticated audio-video communication and information technology equipment.

**Combine business with leisure and get the best of both**

MEETING ROOM	SEATING CAPACITY					FACILITIES													
	LEVEL	FLOOR AREA M2	THEATRE	CLASS ROOM	CONFERENCE	RECEPTION	HOLLOW SQUARE	HORSE SHOE	SIMULTANEOUS INTERPRETATION	RECORDING FACILITY	HEAD SET	MICROPHONE	LCD PROJECTORS	VIDEO/RECORDING	PROJECTION SCREEN	FIXED SEATING	WRITING TABLE	PODIUM	LECTERN
SELOUS	G	1138.50	1003						√	√	√	√	√	√	√	√	√	√	√
RUAHA	G	380.20	300	200	150	250	80	50	√	√	√	√	√	√	√	Flexible	Flexible	√	√
MIKUMI	1	224.60	150	120	100	120	60	40	√	√	√	√	√	√	√	Flexible	Flexible	√	√
MAFIA	G	90.23	50	30	20		16	10	√	√	√	√	√	√	√	Flexible	Flexible		
BAGAMOYO	1	75.44	50	30	20		16	10	√	√	√	√	√	√	√	Flexible	Flexible		
AMBONI	1	72.26	50	30	20		16	10	√	√	√	√	√	√	√	Flexible	Flexible		
SAADANI	G	98.43	50	30	20		16	10	√	√	√	√	√	√	√	Flexible	Flexible		
UDZUNGWA	G	97.31	50	30	20		16	10	√	√	√	√	√	√	√	Flexible	Flexible		
GOMBE	1	67.90	40	25	15		12	7	√	√	√	√	√	√	√	Flexible	Flexible		
KATAVI	1	67.70	40	25	15		12	7	√	√	√	√	√	√	√	Flexible	Flexible		

A member of  
  
 EXCELLENCE IN  
 CONVENTION CENTRE  
 MANAGEMENT



For further Information/Bookings, please contact :

**The Manager**  
**Julius Nyerere International Convention Centre (JNICC)**  
**10 Shaaban Robert Street**  
**P. O. Box 6951, Dar es Salaam - Tanzania - East Africa**

Tel: +255-22-292 2101-3  
 Fax: +255-22-292 2100  
 Email: md@aicc.co.tz  
 Website: www.aicc.co.tz



Ignasi de Delàs & Derek Hanekom



Amanda Kotze-Nhlapo

# MEETINGS AFRICA IS WAITING FOR YOU

In recent years, the global meetings industry has begun to recognise Africa as a much sought-after destination. Meetings Africa showcases Africa's diverse offering of services and products where African associations and African meetings industry professionals can partner to help transform this continent. In 2016, it will take place on 19-21 February at the Sandton Convention Centre in Johannesburg.

Text Marcel A.M. Vissers

## NEW IN 2016

European Cities Marketing is going global and exports its ECM Summer School education programme outside Europe. The **first edition of the ECM Academy** will be organised in Johannesburg, from February 19-23, 2016, prior to Meetings Africa. Like its sister the ECM Summer School, the ECM Academy will be the bridge for African professionals to a successful career in the Meetings Industry. ECM consolidates its position as the educational reference in the sector, counting on 30 years of expertise with the ECM Summer School, to be celebrated next summer in Zagreb.

Derek Hanekom, Minister of Tourism for South Africa declared: "South Africa will position itself to respond to the next decade to the rising interest in the African continent. We want to improve our service delivery and bring job creation through the ECM Academy at Meetings Africa, and we hope that the rest of the continent can grow as well. We have a heart for this industry to make it happen in our country and our region."

ECM President Ignasi de Delàs stated: "The first ECM Academy organised in South Africa will be a new landmark in ECM development. We use our 30 years of experience to guarantee the success of the ECM Academy in Johannesburg by maintaining the highest standard of course content, recruiting the best speakers, and giving the latest examples showcasing the most up-to-date trends in the Meetings Industry." The ECM Academy has been embraced by Amanda Kotze-Nhlapo, Chief Convention Bureau Officer at South African Tourism and the geographical representative for Africa to the ICCA Board.

An anticipated 40 to 50 participants will attend the Academy. Faculty members will be composed of senior people with recognised positions in the Meetings Industry: Anne Wallin-Rodven (former Director VisitOslo Convention Bureau), Anja Loetscher (Director Geneva Convention Bureau), Barbara Jamison (Head of Business Development Europe, London & Partners), Christian Mutschlechner (Director Vienna Convention Bureau), Jonathan Cohen (Azimuth Marketing Communications), combined with local perspectives.

## SPECIAL DAY

At Meetings Africa 2016, Monday 22 February will also be a special day, full of attractive and informative presentations, including:

- **Association Day, in conjunction with the ICCA African Chapter**
- **IMEX-MPI-MCI Future Leader Forum Africa:** Top tourism students representing tertiary institutions from the Tourism Educators of South Africa will compete for the International University Challenge at Meetings Africa 2016.
- **Business Events Associations Joint Conference, themed "Advancing Africa Together"** with EXSA, EGF, IFEA Africa, SAACI and SITE
- **AIPC Africa Summit:** the International Association of Convention Centres is the industry association for professional convention and exhibition

[www.meetingsafrica.co.za](http://www.meetingsafrica.co.za)  
[www.europeancitiesmarketing.com](http://www.europeancitiesmarketing.com)



# Experience Extraordinary

There is a place where conferences are transformed from ordinary gatherings into extraordinary experiences. A destination, at the tip of the mighty African continent, where two oceans meet in the shadow of one of earth's seven natural wonders. Here, creativity comes to life, today's ideas and visions become tomorrow's reality, and impressions and bonds are created that last forever.

This place is Cape Town International Convention Centre. And to experience it is to experience extraordinary.

CAPE TOWN  
MEDICAL CONFERENCE

CTICC



www.cticc.co.za

To transform your special event into an extraordinary experience  
contact CTICC +27 21 410 5000 | sales@cticc.co.za | www.cticc.co.za

Cape Town International Convention Centre





# CAPE TOWN INTERNATIONAL CONVENTION CENTRE

## Flexibility Without Compromise

Located on Cape Town's northern foreshore, beneath Table Mountain and only a 20-minute drive from Cape Town International Airport, the Cape Town International Convention Centre (CTICC) provides flexibility without compromise, as well as the most modern amenities and technology as mandatory components.

The centre is built to meet and fulfil the unique and varied needs of its delegates and visitors. Its sub-divisible multipurpose facilities and dedicated exhibition space creates an environment conducive for a variety of functions to occur simultaneously.

### ASPIRATIONS SURPASSED

When the CTICC opened its doors in 2003, the media spoke of how this institution would welcome visitors from around the world to this great new venue in Cape Town. Those aspirations have not only been met – they have indeed been surpassed. The mettle of any internationally competitive convention centre is gauged by its economic contribution. And for a convention centre to contribute significantly and sustainably to an economy, it needs to be invested in that economy and its people. That's why 96% of the CTICC staff are Capetonian, or from elsewhere in the Western Cape, and most of the senior managers are local recruits.

A huge contributing factor to the CTICC's success has been the focus on the development of the knowledge economy. Of the nearly 5,000 events hosted by the CTICC

over the past 12 years, more than 450 were international association conferences across a broad spectrum of sectors, including agro-processing, the green economy, ICT, property, mining and medical industries.

These are all sectors that align closely to the City of Cape Town and the Western Cape Government's economic growth strategies. By attracting global associations to the city for these events, the CTICC is making a vital contribution towards growing the city, Western Cape Government and South Africa's expertise, knowledge and skills in all these areas.

### PIVOTAL ROLE OF THE CTICC'S EXPANSION

To make these important contributions sustainable, the CTICC must remain internationally competitive. The expansion will raise the global competitiveness of Cape Town as a premier world-class events destination. Simply put, the expansion will double the centre's existing exhibition capacity by adding 10 000m<sup>2</sup> of multi-purpose conference and exhibition space and almost 3000m<sup>2</sup> of formal and informal meeting space.

The expansion plays a pivotal role in continuing to bring international business to the region. It will allow the CTICC to meet the growing demand to stage more events, offer more flexibility and allow for an increase in the concurrent hosting of various sizes of meetings, conventions, exhibitions and other events.

The CTICC was also the first convention centre in Africa to gain three internationally recognised management system certifications (ISO 9001, 14001, 18001) simultaneously; and was the first in the world to align its reporting to the sustainability requirements of the Global Reporting Initiative (GRI). The centre upholds a Hazard Analysis Critical Control Process (HACCP), Tourism Grading Council 5-star rating and recently achieved Gold AIPC (International Association of Convention Centres) quality standard certifications – all of which guarantee you the highest levels of quality, care, safety, and sustainability.

**For more information**  
email [info@cticc.co.za](mailto:info@cticc.co.za)  
or visit [www.cticc.co.za](http://www.cticc.co.za).



# TSHWANE

## A host city of excellence

***Le Amohetswe Bohle.* Welcome to Tshwane, South Africa's cosmopolitan capital city; a city that blends local culture and character with world-class technology and infrastructure.**

There are few better places in sub-Saharan Africa for hosting conferences, meetings and events than the City of Tshwane. It is strategically located, easily accessible, and offers more than 100 conference and convention facilities catering for groups of less than 50 to as many as 5,500 delegates. Its track record speaks for itself: the city has played host to numerous international, regional and national delegations on trade missions, as well as major international sporting events, conferences and business meetings.

### **EASE OF ACCESS**

Getting to Tshwane is easy. It is less than 50 kilometres from OR Tambo International Airport, while three other airports - Lanseria, Rand Airport and Wonderboom - are an easy drive from the city centre. In addition:

- Visitors are now able to fly directly between Cape Town and Wonderboom on Airlink.
- All long-distance trains and buses stop at Pretoria Station, making it an easy destination for travellers from within the region.
- The Gautrain rapid rail link seamlessly connects Tshwane to OR Tambo International Airport and neighbouring Johannesburg.

Getting around Tshwane is equally easy: the A Re Yeng bus rapid transit (BRT) service travels through the city centre along dedicated lanes, shuttle services are offered by most hotels and conference facilities, and a wide range of car rentals is available for

visitors wanting to explore beyond the city limits.

### **INTELLECTUAL HUB**

Tshwane has proven itself as a leader in academic excellence and scientific research, with more than 80% of all research and development in South Africa conducted here by institutions such as the Council for Scientific and Industrial Research, the Human Sciences Research Council, the

**BLENDING LOCAL CHARACTER WITH WORLD-CLASS TECHNOLOGY AND INFRASTRUCTURE, AND WITH A WELCOME AS WARM AS ITS CLIMATE, TSHWANE IS THE PERFECT PLACE FOR HOSTING AN EVENT - OF WHATEVER KIND, AND HOWEVER LARGE OR SMALL.**

University of Pretoria, the University of South Africa and Tshwane University of Technology. Business visitors have access to world-class hotels and conference centres such as the CSIR International Convention Centre, Centurion Conference Centre, Absa Conference Centre and Irene Country Lodge.

Tshwane is also home to the Innovation Hub, where leading local high-tech companies conduct development research in telecoms, electronics and information technology.

To call Tshwane a smart city is not merely to apply an IT label, however. Yes, there is free Wi-Fi connectivity at almost 700 sites across

the city, and complete GSM coverage, with GPRS, 3G, HSDPA and Edge available almost everywhere. But the real "smart" in the City of Tshwane is about how people, lifestyle, technology, infrastructure and innovation mix - supported by a sound economic and administrative base.

Tshwane is also recognised in the fields of manufacturing, technology, electronics and defence design and construction. The presence of motoring giants Nissan, BMW, Ford and Tata in the nearby industrial areas has made the city the motor capital of South Africa.

Further, as the home of more than 130 foreign embassies and missions - the largest concentration in the world outside of Washington, DC - Tshwane regularly hosts inbound foreign business missions, sport and medical conferences, seminars and workshops as well as government-related strategy sessions. And affirming its strong commitment to trade and investment, Tshwane hosts a biannual International Trade and Infrastructure Investment conference.

### **ON THE SPORTING FIELD**

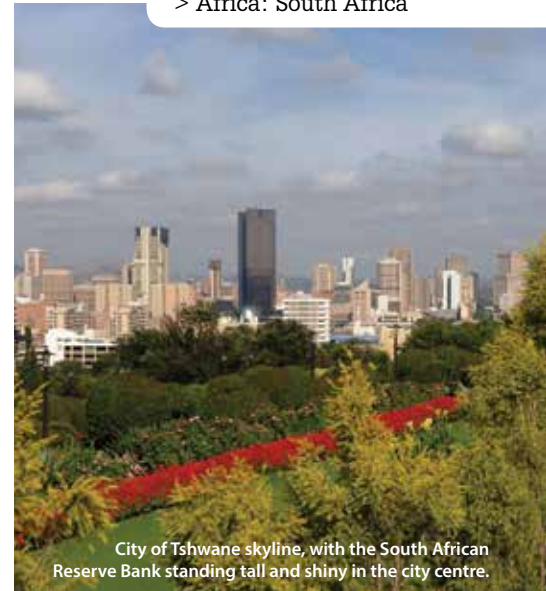
With one of the nicest climates in the world, Tshwane is a great destination throughout the year, with mostly sunny, warm days.



The Council for Scientific and Industrial Research (CSIR) in South Africa is one of the leading scientific and technology research, development and implementation organisations in Africa.



The Nelson Mandela Statue over the Majestic Union Buildings.



City of Tshwane skyline, with the South African Reserve Bank standing tall and shiny in the city centre.

This makes it the ideal venue for sports-related events. Tshwane has successfully hosted a Fifa World Cup, Rugby World Cup, Cricket World Cup and All Africa Games at venues such as Supersport Park Cricket Stadium, Pilditch Athletics Stadium - and of course Loftus Versfeld, home of the Blue Bulls rugby franchise as well as a Premier Soccer League football venue. The city also hosts the Tshwane Open, an international event that is growing in stature each year, co-sanctioned by the Sunshine and European Tours.

As South Africa's High Performance Centre is based at the University of Pretoria, it makes sense to use this leading-edge facility as a venue for conferences related to the industry.

### CITY SUPPORT

Because business travel is so important to Tshwane, its Convention Bureau focuses on providing support and strategic advice to meetings, incentives and event planners. This means that MICE industry practitioners are guaranteed assistance with bids, site inspections and destination information.

In addition, the bureau is able to facilitate meetings with local suppliers, negotiate accommodation rates and help with venue sourcing. The Convention Bureau also offers help with welcoming delegates at the airports, ensuring publicity for events, and coming up with innovative ideas and incentives.

### DOWN TIME

Tshwane's accommodation options range from global brand five-star hotels to quaint guest houses and authentic township B&Bs. There's something for every pocket, including backpackers on a shoestring.

The choice ranges across the spectrum, from the five-star Sheraton Hotel, with its view of the iconic Union Buildings, to numerous graded guest houses and lodges. In total, more than 7,000 rooms and 400 conference facilities are available in Tshwane.

And as one would expect of a city that is home to a large diplomatic corps, there are also first-class restaurants and bars aplenty, ranging from family-friendly spaces to trendy pubs and dazzling nightclubs. Shopaholics are also spoilt for choice, both in the myriad open and street-side markets, and in the massive upmarket malls of Brooklyn, Centurion, Irene, Menlyn Park and other suburbs.

And then there are the attractions. The iconic Union Buildings is home to the Presidency and is where all presidents since the advent of democracy have been inaugurated. Just below the Buildings is a nine-metre tall statue of Nelson Mandela, his arms spread wide in benediction or embrace.

On the ridge opposite the Union Buildings is Freedom Park, which offers a unique perspective on South Africa's history as well as a place to remember the heroes and heroines

of the past who struggled for humanity and freedom from oppression.

Just behind Freedom Park sits the Voortrekker Monument, commemorating the Great Trek, when thousands of pioneers of French, Dutch and German descent left the Cape in search of independence and freedom from British colonial rule.

But it's not just the past that matters to Tshwane. The city has a long-standing relationship with jazz music. Locals and visitors can listen to live jazz performances while enjoying a traditional African meal at many shebeens (pubs) in the city's townships. Atteridgeville, known as Soul City, has the reputation of being the jazz capital of South Africa, with more than 50 jazz clubs around the township.

Tshwane is also renowned for its natural heritage, being the only city in the world with a big-five game reserve within city boundaries - the 90 000-hectare Dinokeng Big Five Game Reserve.

In short, Tshwane is a city with a welcome as warm as its climate - and the perfect place for your event.

### CONTACT

Lillian Hlabangane  
Director: International &  
Association Meetings  
LillianH@Tshwane.gov.za  
www.tshwane.gov.za





# AZERBAIJAN, AN EMERGING MEETINGS HUB

## An interview with Florian Sengstschmid

Since 2014 Austria born Florian Sengstschmid is the Executive Director of the Azerbaijan Convention Bureau (AzCB). With his wide-ranging experience combining multiple perspectives on tourism development with a strong strategic and operational approach, he explains to MIM Europe how Azerbaijan is set to become a major player in the meetings industry.



**HQ Europe: The Azerbaijan Convention Bureau is rather young and leading in the region, we understand. Can you tell us about the beginnings and the development and your strategy to put Azerbaijan on the map?**

*Florian Sengstschmid:* Azerbaijan has been a key transit point along the famous Silk Road in Europe-Asia trade for centuries. Throughout the history the country has served as a business hub. Centuries later and thanks to a great development of the country - Azerbaijan has all what it takes to be a successful meetings destination - the Ministry of Culture and Tourism together with private sector partners have founded the Azerbaijan Convention Bureau (AzCB).

The AzCB is a public private partnership and non-profit organisation to support the

development of the meetings industry. In spring 2014 we started with a handful of partners, while in 2015 our 'Azerbaijan Meetings Alliance' already counts 27 members - Azerbaijan Airlines, Skytrax awarded four-star national flag carrier and leading carrier in the region, top quality hotels, venues, a network of selected PCOs and DMCs and technology partners. Our aim is to put Azerbaijan back on the meetings industry map. Welcome to the 21<sup>st</sup> Century Silk Road!

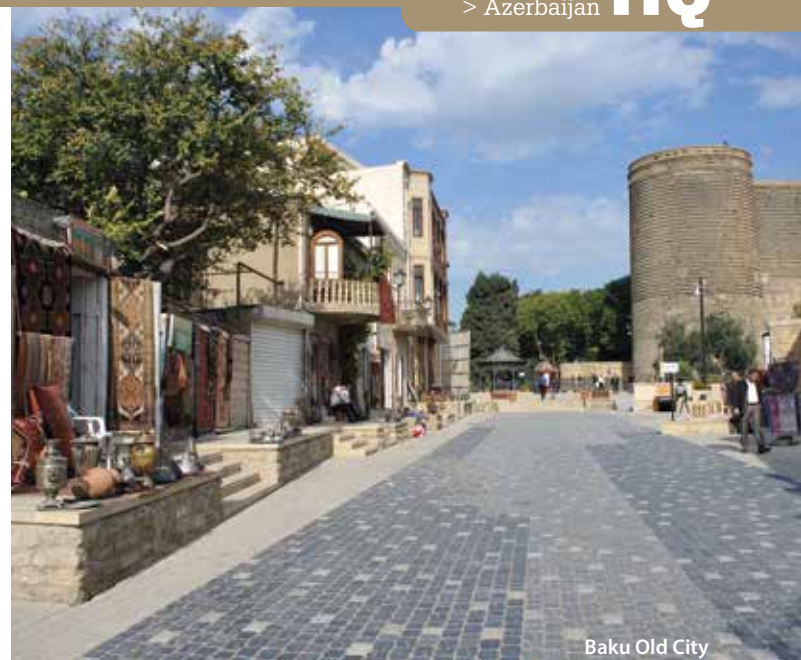
**HQ Europe: Is there some kind of collaboration between countries around the Caspian Sea to promote themselves as a region? What's the role of Azerbaijan in it?**

*Florian Sengstschmid:* The Azerbaijan Convention Bureau is a proud member of ICCA and active partner in ICCA's

Mediterranean Chapter. In 2017 we will be hosting the ICCA Mediterranean Chapter Summit in Baku. One of our objectives for this event is to actively involve relevant authorities and partners from neighbouring and Caspian Sea countries to jointly discuss the potential of the meetings industry in the region and its further development. On a bilateral level Azerbaijan is taking an active role in supporting the development of the industry in the region. For instance this September an official delegation from Georgia was invited to Baku to discuss possibilities of collaboration in tourism and meetings industry and to study the structure and strategy of the Azerbaijan Convention Bureau as a good practice.



Heydar Aliyev Center



Baku Old City

**HQ Europe: We understand the country as a whole has grown exponentially in the last years. How is this reflected in the meetings industry?**

*Florian Sengstschnid:* The Eurovision Song Contest, which was held in Baku back in 2012, has for sure been an important step in this context. The following years Baku and the rest of the country have gradually invested in the meetings industry sector.

It's true that Azerbaijan has been a hub for regional conventions, sporting contest, cultural conferences and trade fairs from mid 1990s on. And it's important that the country manages to keep the right balance and secures multilateral exchanges and developments.

This summer the country hosted the very first European Games in history, an amazing sports celebration. Baku is also on the preliminary Formula 1 Calendar for July 2016 and the Islamic Solidary Games are confirmed for 2017. On the other hand, Azerbaijan, and namely Baku, has always been selected to host (inter)cultural events, from the annual Baku Jazz Festival and the bi-annual World Forum on Intercultural Dialogue to the Regional Conferences of ISESCO and UNESCO.

Not to forget industry specific events - this year the city hosted the Asian Development

Bank's 48<sup>th</sup> Annual Meeting of the Board of Governors, the Caspian Oil & Gas Exhibition, the International Conference on Telecommunications and Information Technologies and many others.

**HQ Europe: Can you tell us about Baku as a meetings destination, and in comparison with the rest of the country?**

*Florian Sengstschnid:* Baku is a wonderful city with an amazing atmosphere: rich historical and cultural background, unique sea-side location on the Caspian Sea, state-of-the-art urban and meetings infrastructure, delicious cuisine and... being a foreigner in Azerbaijan for some years now, I can testify that local people and society are amazingly hospitable, peace-loving and multicultural - when I look at the world today, this is truly important.

Baku is a world capital and a vivid national and regional hub. It boasts the best infrastructure in the country - some architectural gems like the H.A. Center, the brand-new Baku Congress Centre by Austrian architects Coop Himmelb(l)au or the awarded international airport with its giant wooden 'cocoon', top quality brand hotels and venues, cosy restaurants and much more. Apart from modern and booming Baku, the walled Old City with its narrow streets and stairways, the Maiden Tower, the Shirvanshah's Palace, traditional tea houses

and Hamams, is one of the country's hot-spots and a UNESCO World Heritage Site.

There are several other destinations with great meetings potential in the country. One is the city of Gabala, located three hours drive or 30 minutes flight from Baku in the North-Western part of the country, offering a state-of-the-art convention centre for up to 1,200 delegates, high quality accommodation, and an international airport, all set in beautiful nature on the slopes of the Great Caucasus Mountains.

**HQ Europe: Give one example of a very unusual meeting venue you can find in Azerbaijan.**

*Florian Sengstschnid:* That's definitely Heydar Aliyev Center, Zaha Hadid's architectural masterpiece and landmark of modern Baku. This state-of-the-art venue is a proud host of high profile government meetings and international events. The architectural design and facilities are simply amazing. It is definitely a venue one won't forget.



Ayan Zeynalova

**CONTACT**

Ayan Zeynalova  
Sales & Marketing Manager  
Azerbaijan Convention Bureau  
+994 50 411 24 33  
ayan@azcb.com  
www.azcb.com

# CONVENE

10-11 February 2016

BALTIC SEA REGION  
Exhibition for Meetings,  
Events and Incentives

Vilnius, Lithuania

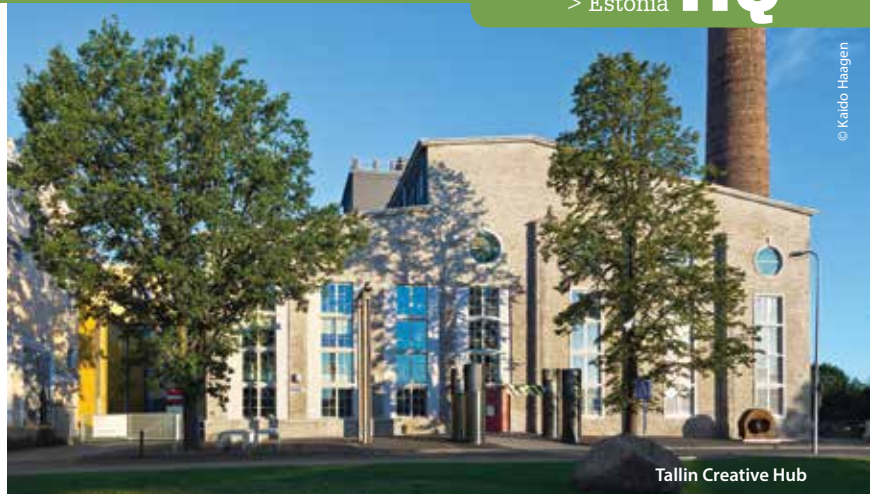


[www.convene.lt](http://www.convene.lt) ►

- Emerging Baltic Sea Region market
- Most desirable suppliers throughout the region
- Fully hosted buyer programme
- 3500+ pre-scheduled appointments
- Strong focus on education and knowledge
- Unrivalled networking opportunities

  
VILNIUS

VILNIUS  
CONVENTION  
BUREAU



© Kaado Haagen

Tallinn Creative Hub

# ESTONIA

## A Nordic Gem Where Modern Meets Medieval

Many associations are turning to Northern or Eastern Europe to look for new destinations. Estonia is a perfect example: the number of association conferences held in Estonia jumped from 38 to 74 between 2013 and 2014, an increase of nearly 100%. The nation's capital, Tallinn, also scored big in the city rankings.

There is an easy explanation to this: undiscovered and thus attractive destination, high standard hotels, large choice of chic restaurants, green and clean, rich culture life, free wifi just everywhere, good value for money, safe, small and compact. With the Euro as a currency, and no hidden costs nor bureaucracy and assistance from one-point-contact Estonian Convention Bureau means also easy organising for association planners.

The picturesque Old Town of Tallinn, included in the UNESCO World Heritage List, is a unique pearl of medieval architecture, considered as one of the most intact medieval city centers in the world. The university town Tartu, another major conference city, is mostly known for medical and biotechnology conferences.

The high-tech Estonia is experiencing a boom in IT-related conferences as more international event organisers are waking up to the nation's outstanding cyber credentials and top-ranked wifi infrastructure. Estonia is well known as a top developer and user of the latest IT solutions and several

IT conferences have already booked in for 2016: Latitude59, Nordic Testing Days, Digital Elite Camp. But it does not mean that Estonia is only for IT conferences. Anybody who hasn't been here yet, is welcome!

A fantastic new venue, **Tallinn Creative Hub**, has opened in Tallinn for out-of-the-box conferences - a historic power plant building that has been fully revamped and preserved. Its name in Estonian translates to 'Culture Cauldron' in reference to the former boiler room that now makes up the largest meeting space of the 500-person venue. ([www.kultuurikatel.ee](http://www.kultuurikatel.ee))

In 2016, Hilton will open its first hotel in the Baltics. The **Hilton Tallinn Park** hotel will have 202 bedrooms, seven flexible meeting rooms and a ballroom with space for 500 people, which makes it a perfect venue for many conferences.

### CONTACT

*Estonian Convention Bureau*  
T. +372 6 450 086  
[www.ecb.ee](http://www.ecb.ee)  
[info@ecb.ee](mailto:info@ecb.ee)

### CONFERENCE SUPPORT SCHEME IN ESTONIA

Estonia has launched a support scheme of up to 30,000€ for international associations holding a large, international conference in the country up to the end of 2022. To qualify, conferences have to be of an international nature, last at least three days, include a minimum of an aggregate 500 overnights stays, involve a local or regional sightseeing element.

### MEET ESTONIA STUDY TRIP APRIL 5-7, 2016

If you'd like to take a look at Estonia as a meeting destination for your next conference, Estonian Tourist Board in cooperation with Estonian Convention Bureau are inviting you to join the international study trip MEET ESTONIA 2016. It will include site inspections, networking events, and workshops with key suppliers. For further information, please contact Ms Riine Tiigi, Marketing Manager, Estonian Convention Bureau at [riine.tiigi@ecb.ee](mailto:riine.tiigi@ecb.ee)

### LATEST WINS

- Association of Internet Researchers 2017
- The Federation of Veterinarians of Europe (FVE) Annual General Assembly 2017
- 23<sup>th</sup> Congress of the Federation of European Companion Animal Veterinary Associations (FECAVA) 2018
- Meeting of the Societas Linguistica Europaea 2018
- European Veterinary Emergency and Critical Care Society Congress (EVECCS) – 2019
- Lions Europe Forum 2019



# ST. PETERSBURG

## The Meetings Venice of the North

**St. Petersburg can provide a magnificent cultural backdrop to international events. Let's find out what the Russian metropolis has up its sleeves!**

St. Petersburg enjoys a wonderful mix of ingredients for an unforgettable congress: excellent and historic facilities for any type of conference, first rate and convenient hotels, a remarkable wealth of culture, including galleries, museums and performing arts. The Venice of the North, with its numerous canals and more than 400 bridges encompasses dozens of locations inside and around the city which belong to UNESCO World Heritage Sites.

In 2015 St. Petersburg secured the title of Europe's Leading Destination at the World Travel Awards Europe Gala Ceremony in Sardinia, Italy. Today the city is not only the cultural capital but also one of the leading business centres of Russia and Europe which hosts numerous international conferences. One of the outstanding conferences is St. Petersburg International Legal Forum run by Business Event to Business (BE2B). Extensive and tested organisational expertise of the team has contributed to the success of the key legal event of the year, which ranks among three largest global legal forums.

More than 3,500 participants from 80 countries, including delegations headed by ministers and deputy ministers of justice, visit St. Petersburg to partake in dozens of business events of the Forum that are broadcast live online and annually got over 20,000 unique page views.

### **ST. PETERSBURG ENJOYS A WONDERFUL MIX OF INGREDIENTS FOR AN UNFORGETTABLE CONGRESS**

Organisers of the Forum are following the latest trends in the event industry and sharing the idea that the Forum must be effective and equally impressive. This is achieved through an unparalleled combination of choosing an unusual venue, providing new opportunities for networking, creating remarkable atmosphere not only because of intensive business programme but also thanks to exclusive gifts and gala receptions. St. Petersburg International Legal Forum annually takes place in a museum. In 2015 the Plenary Session convened on the new stage which was built on purpose

in the royal interiors of the Eastern Wing of the General Staff Building (the State Hermitage). In addition to the traditional social programme like performances by opera and ballet stars, participants of the Forum attended "Legal Drink" - informal receptions and a series of thematic parties organized by legal firms, partners of the Forum, in ten bars and restaurants located on one of the streets of St. Petersburg.

In celebration of the Forum's anniversary, the Italian company *Conti & Vannelli*, producer of *haute couture* jewellery, together with BE2B presented an exclusive collection of the Legal Forum Cufflinks. The limited Legal Forum Collection was released as a gift to the delegates of St. Petersburg International Legal Forum at the gala dinner inspired by the 1920s. The gala dinner took place in one of the oldest Russian factories, "Arsenal", and was devoted to the époque of NEP (New Economic Policy) and the Russian avant-garde.

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





## No Discussion Needed

**Abu Dhabi:** the perfect place for your conference

Exceptional facilities at Abu Dhabi National Exhibition Centre (ADNEC), world-class destination support with Advantage Abu Dhabi and the business events network, exemplary connectivity with Etihad Airways, which provides direct service to more than 110 destinations, and the warmth of Arabian hospitality.

Abu Dhabi brings people together, with great results.

[abudhabi-cb.ae](http://abudhabi-cb.ae)

# WHERE INFRASTRUCTURE MEETS INNOVATION

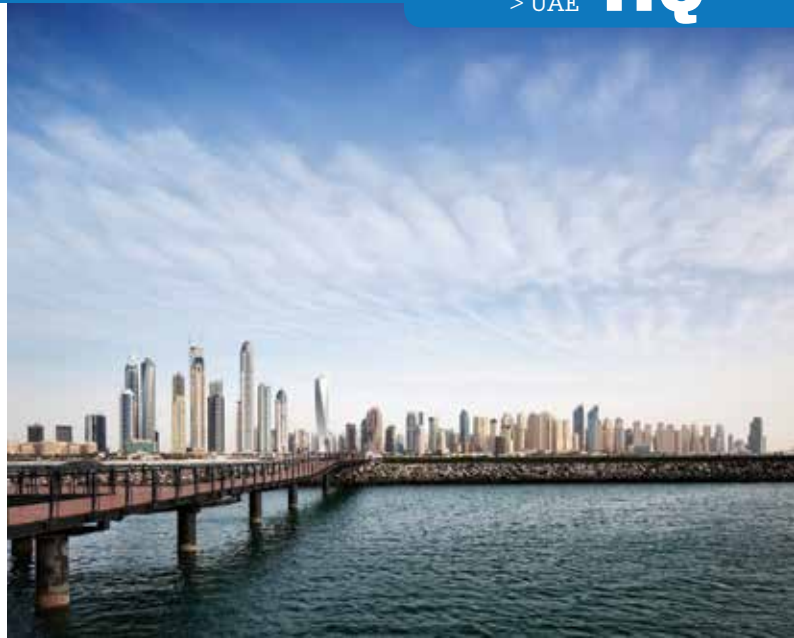
The regional commercial hub and gateway between East and West, Dubai is a city built on innovation and infused with opportunities. The city's diverse knowledge base and community of trained professionals make Dubai the ideal location for association conferences, corporate meetings and incentive events. Direct access from over 260 destinations worldwide, an array of venues, over 93,000 hotel rooms in all categories and numerous exciting activities in and around Dubai make this city the most remarkable destination for successful business events.



**Dubai Business Events - The Official Convention Bureau**  
Tel: +971 600 55 5559, Email: [askdbe@dubaitourism.ae](mailto:askdbe@dubaitourism.ae), [www.dubaibusinesssevents.ae](http://www.dubaibusinesssevents.ae)

[visitdubai.com](http://visitdubai.com)





# DUBAI STRATEGIC PLAN 2021

## People First

**At the end of last year, Dubai launched the now-famous Dubai Strategic Plan (DSP). Its aim? To reinforce Dubai's position as a global centre and destination across a number of fields. What does it exactly entail?**

The DSP 2021 is a continuation for the success of DSP 2015, which was launched in 2007 by His Highness Shaikh Mohammad Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai.

### TRAILBLAZER

The Dubai Plan 2021 framework simultaneously addresses all the issues and initiatives that will enable Dubai to become a trailblazer in the world for its quality of life and excellence in governance. Milestones such as the hosting of the World Expo 2020 and other initiatives such as Dubai the Capital of Islamic Economy, My Community (aiming to transform Dubai into a city that is friendly to people with disabilities), Dubai Smart City, and Dubai Government towards 2021, in addition to many others, will contribute to make Dubai a role model for the world.

The framework of Dubai Plan 2021 includes six themes that define the emirate and envisages a city of happy, creative and empowered people in an inclusive and cohesive society - the best place to live,

work and visit. A smart and sustainable city which will be the hub of the global economy run by a pioneering and excellent government. The DSP 2021 puts people first and highlights the importance of cooperation between all stakeholders to achieve the objectives of the plan, which targets people's welfare.

### THE FRAMEWORK OF DUBAI PLAN 2021 INCLUDES SIX THEMES THAT DEFINE THE EMIRATE AND ENVISAGES A CITY OF CREATIVE AND EMPOWERED PEOPLE IN AN COHESIVE SOCIETY

#### ECONOMIC DIVERSIFICATION

We have often been writing about this in Headquarters: Dubai offers all kinds of services to investors, businesses and organisations, in addition to an open door policy, world-class facilities including state-of-the-art airports, congress venues and accommodation options for all kinds of budgets and tastes. The Dubai Association Center is the perfect testament to this as it supports Dubai's vision of turning the city into a capital of Islamic Economy and a true knowledge hub.

The Dubai Government is working hard to turn the emirate into a most preferred place to live, work and visit and a city that enjoys sustainable economic growth, is a world's leading business centre, and the most business-friendly city and investment destination. Keen on economic diversification, which is

important for the city's pivotal hub status, Dubai, as a destination, seems in this regard to have a plan like no other.

**To learn more about how to access services related to business event development, destination expertise, convention planning, attendance building and onsite event servicing, visit [dubaibusinessevents.ae](http://dubaibusinessevents.ae), call +971 6005 55559, or email [askdbe@dubaitourism.ae](mailto:askdbe@dubaitourism.ae)**

[www.meet-in-shanghai.net](http://www.meet-in-shanghai.net)

# Shanghai

Shanghai Municipal Tourism Administration



Shanghai

中国上海

Shanghai China

发现更多·体验更多  
More Discovery·More Experience



# WHAT'S NEW IN SHANGHAI?

With a population of more than 24 million people, Shanghai is one of the largest and most developed cities in mainland China. Thanks to the efforts of Shanghai Municipal Tourism Administration (SMTA), the metropolis might also well be THE Asian meeting place *par excellence*. But what's new in Shanghai? Let's find out!

Shanghai is known for its unique style and fascinating blend of the old with the new, the East with the West, from art and architecture to cutting-edge style and ancient tradition. As a well-developed tourist city, it offers a wide range of tourism facilities for both business and leisure visitors.

## SHANGHAI IS KNOWN FOR ITS UNIQUE STYLE AND FASCINATING BLEND OF THE OLD WITH THE NEW, THE EAST WITH THE WEST

While the friendly openness of the people is unsurpassed, the city is accessible to almost everywhere around the world. Ninety-four airlines operate flights connecting Shanghai with 256 cities, and in 2014 alone, the city welcomed about eight million overseas tourists and more than 268 million domestic travellers.

As a huge metropolis, Shanghai is always on the move. Here are the latest infrastructure developments worth considering by association planners.

**Shanghai Disney Resort**, the first Disneyland in mainland China, will open soon, showcasing dozens of all-new attractions and entertainment offerings with approaches of East-meets-West. Shanghai is also a great MICE destination with a large variety of world-leading venues and facilities, such as the **National Exhibition**

**and Convention Centre (Shanghai)**, the world's largest single block building and exhibition complex. At **Shanghai Tower**, visitors will soon be able to ride the world's fastest elevator to the observation decks to enjoy a 360-degree view of the city.

Shanghai is also a relaxing place rich in historical heritage, with well preserved cultural remains such as the ancient water town **Zhujiajiao** in Qingpu district, classic gardens of Qing Dynasty **Shanghai Fangta Garden** and **Zuibaichi Park**.

Worth noting is that transit tourists from 51 countries are now permitted a 72-hour **visa-free** stay inside Shanghai – making it easy to organise a meeting there with no hassle. Overseas tourists who stay in the Chinese mainland for no more than 183 days can also receive an 11% **discount on consumer goods** purchased at designated department stores. The minimum purchase for a tax refund is 500 yuan (about \$US82) at any one store in one day.

## ABOUT SHANGHAI MUNICIPAL TOURISM ADMINISTRATION (SMTA)

SMTA is responsible for the programming, management and promotion of the tourism of Shanghai city. It is willing to help industry partners to better understand the city in designing Shanghai travel and business events products. SMTA is more than happy to offer advice on how to organise a conference or a congress in the Chinese metropolis.

[www.meet-in-shanghai.net](http://www.meet-in-shanghai.net)

# GLASGOW AMBASSADORS CONTINUE TO ATTRACT LARGE ASSOCIATIONS TO THE CITY

A world-leading professor of Phonetics and Sociolinguistics has spent the last 20 years using Glasgow as her research platform to study the changing landscape of language.

Now at the top of her field, Professor Jane Stuart Smith combined her expertise with her role in Glasgow's award-winning Conference Ambassador Programme to head up the city's successful bid to secure the 18<sup>th</sup> International Conference of Phonetic Sciences (ICPhS) 2015.

As the Chair of the Local Organising Committee Jane coordinated input from a consortium of four Scottish universities. She worked closely with a 20-strong team to deliver a winning bid, a successful

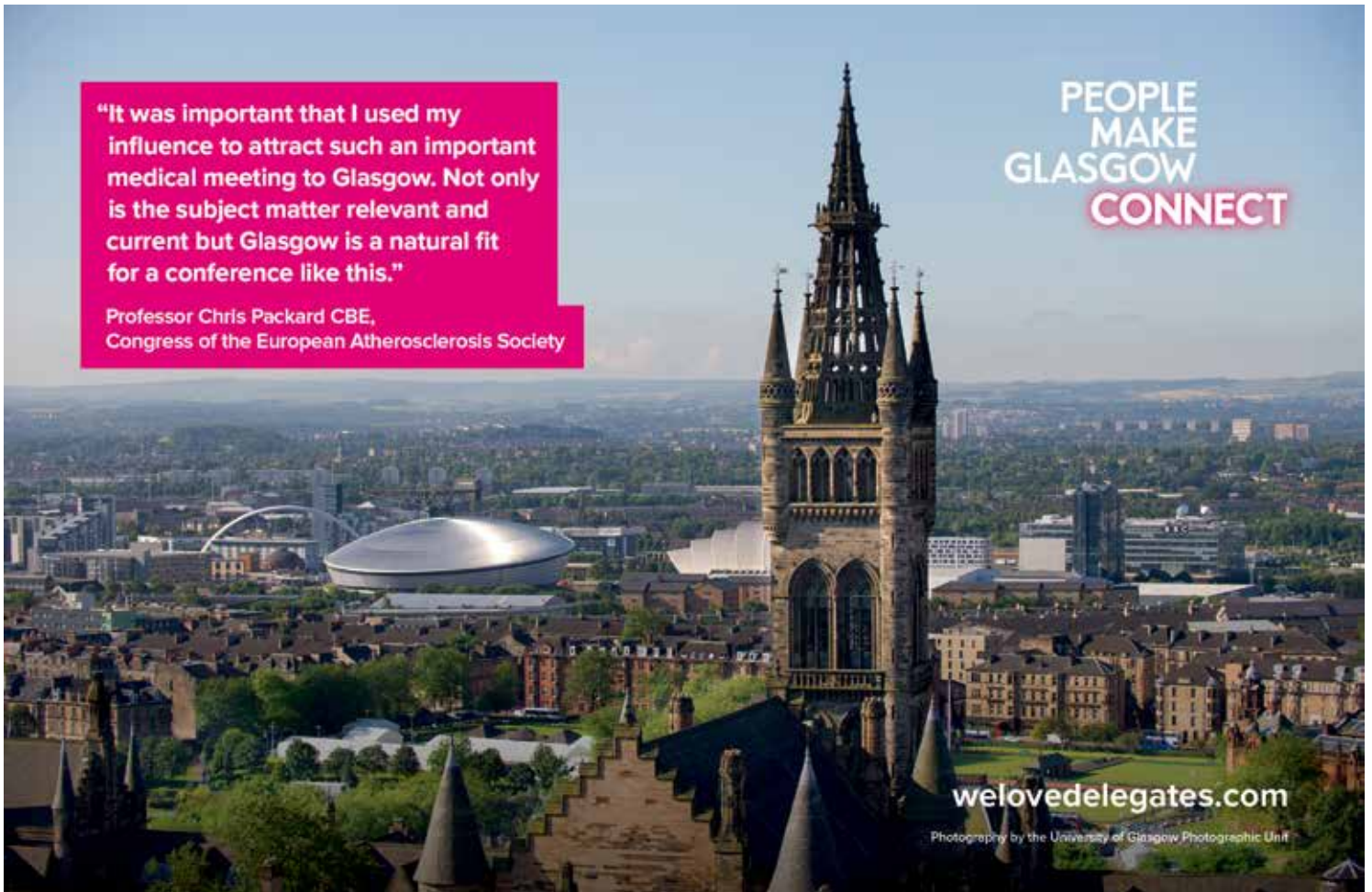
conference and a fantastic conference party in the city's iconic Merchant Square for more than 800 people.

The conference took place in Glasgow recently welcoming 1000 global experts with the local economy benefiting from an injection of more than £2million.

Jane said: "I was able to use my expertise from the last two decades to work with Glasgow City Marketing Bureau, the SECC and academic institutions located across Scotland to

*put together a winning bid. It's no secret that Glasgow has world-leading research hubs, esteemed academics and huge strengths across its key areas of strategic growth and I was delighted to work with the team to win this large congress."*

The University of Glasgow professor is one of 1700 influential individuals in Glasgow's Conference Ambassador Programme, each working in partnership with Glasgow City Marketing Bureau to bid and secure conference business.





Research proves that smiling releases endorphins and lowers stress.  
**Fun works.**

8 AM  
9 AM  
10 AM  
11 AM  
12 PM  
1 PM  
2 PM  
3 PM  
4 PM  
5 PM  
6 PM

**It's more fun in the Philippines**

Manila | For business events visit [funworks.ph](http://funworks.ph)



# YOUR EVENTS DESERVE PARIS



LE PALAIS DES CONGRÈS DE PARIS



PALAIS DES CONGRÈS DE VERSAILLES



HÔTEL SALOMON DE ROTHSCHILD



ESPACE GRANDE ARCHE



PARIS NORD VILLEPINTÉ



CARROUSEL DU LOUVRE



LE PALAIS DES CONGRÈS D'ISSY



PARIS LE BOURGET



ESPACE CHAMPERRET



PARIS EXPO PORTE DE VERSAILLES

