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MAGAZINE

BUILDING BRIDGES IN THE MEETINGS INDUSTRY

# Headquarters



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# EXPERIENCE PENANG, UNFILTERED

**Matching business with authentically unfiltered experiences brought alive by its hospitable people, vibrant culture, and rich heritage, Penang is a meeting planner's dream come true destination.**

## **Radiant Living Heritage**

Home to the UNESCO World Heritage Site of George Town, Penang's potpourri of Asian cultures and world religions lends the destination a magical charm. Penang was once an important port city along the ancient spice trade, attracting the world to its doorstep. This saw the creation of a uniquely Penang experience, a living heritage in which Malay, Chinese, Indian and Eurasian communities live, trade and worship side-by-side, just in the way their forefathers did.

## **A Legacy Preserved**

Indulge in Penang's rich colonial charm preserved in its award-winning heritage hotels and buildings. The legacy of Penang's prosperity from its days as a port city along the ancient spice trade and as the first British outpost in Southeast Asia is very much alive today in the halls and rooms of the opulent heritage mansions and pre-war buildings of George Town.

## **Asia's Food Capital**

Ravenous for gastronomic adventures? Then look no further. From the world-famous Penang street food to the decadent banana leaf cuisine and tantalising Peranakan cuisine, Asia's great culinary traditions live on in Penang's coffee shops, hip cafes and fine dining establishments.

## **Convention Centre of the Future**

Billed as the world's first hybrid solar-powered convention centre, the Setia SPICE Convention Centre is the latest addition to Penang's business events facilities. The state-of-the-art convention centre has the largest subterranean pillarless ballroom in Asia, accommodating up to 8,000 delegates in theatre seating. With 13 function rooms to support international conventions and congresses, meeting planners can also utilise the 2,000-square-foot Grand Foyer and the sprawling 6-acre SPICE Roof Garden.

## **A Winning Business Events Destination**

Penang hosted more than 2,500 Business Events in 2017, with an estimated economic impact of €210 million. With a plethora of unique venues, convention hotels and centres, this coastal Malaysian state is fast rising as a star meetings destination in the region. Experience meetings set against the spectacular bird's eye view of Penang at the Rainbow Skywalk or revel in the splendour of one of the world's oldest rainforests with gala events at The Habitat Penang Hill and the award-winning Tropical Spice Garden.

**With over 15,000 plenary capacity across four convention centres and 12,000 hotel rooms, the Penang Convention & Exhibition Bureau welcomes you to meet at Penang, Malaysia.**



LEARN MORE OF PENANG AND ITS  
MANY EXPERIENCES UNFILTERED AT

[WWW.PCEB.MY](http://WWW.PCEB.MY)

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# AIME 2018 – PUTTING ON QUITE A SHOW

**It was showtime in Melbourne, Australia as the city hosted the 26th edition of the *Asia-Pacific Incentives and Meetings Expo (AIME)* which brought together industry leaders, event professionals, exhibitors and media from over 20 countries. Like in the past, this year as well, the two-day event which officially kicked off on the 20th of February brought Asia-Pacific, a region representing a US \$200 billion market, back on the world map of international meetings where 250 quality Hosted Buyers had the opportunity to meet over 300 exhibitors (including 25 first time exhibitors). *Jesús Guerrero Chacón reports***

It has been a winning combination for 26 years in a row – as AIME, an event owned by the Melbourne Convention Bureau (MCB), has grown from strength to strength so has its host venue Melbourne Convention & Exhibition Centre (MCEC) which is set to open a new expansion mid-2018, adding some 70,000 square meters of exhibition space! The figures speak for themselves - show statistics report over 4,500 meetings took place during AIME, with Konduko tracking 8,774 digital handshakes on the show floor.

## SPECIAL FOCUS ON EDUCATION AND TECHNOLOGY

Like last year, AIME teamed up with the Saxton Speakers Bureau to offer attendees a brilliant education program thanks to the ***Up Close and Personal Program***, including a series of intimate sessions with world leaders from around the world. Apart from

these, the AIME Knowledge Program covered important topics such as event technology, industry trends and forecasts, case studies on techniques to enhance pop culture, destinations and live events. Not only was it beneficial for the attendees but also for the exhibitors who were able to expand their knowledge thanks to two webinars and one face-to-face seminar hosted by Louise Harrison, Motive Networks, Coach and Consultant to the MICE Industry.

For the second time, AIME used the technology of Konduko which allows participants to scan their smart badges, exchange business cards with exhibitors virtually and collect important information about them in a user-friendly and eco-friendly way by reducing the waste of paper brochures, catalogues and other paper material.

Expressing her impressions of this year's event and its future, MCB's Chief Executive Officer, Karen Bol-



inger said and we quote, *"AIME provides us with the ability to showcase all the great aspects of not only Melbourne, but of the Asia-Pacific. AIME welcomes delegates from 23 countries to connect and do business, with a commitment to quality and positive commercial outcomes for both exhibitors and buyers. I thank Reed Travel Exhibitions for the last 18 years of organising AIME, and once again this year, they have delivered another outstanding show. It has been an incredible journey to watch this show grow into what it is today. We are excited for the next chapter of AIME."*

## NEW SKIPPER AT THE HELM

This year marked the end of Reed Exhibitions as the event organiser after being almost 20 years in the driver's seat. At the closing of this year's event, Graeme Barnett, Senior Exhibition Director of Reed, handed over the baton to Matt Pearce, incoming organiser of AIME 2019 and CEO of Talk2 Media & Events (Talk2 ME). Aligning their vision, Barnett stressed upon the power of face-to-face meetings in an industry that will continue to flourish over the coming years and shared Pearce's strategic view of focusing on education and networking to bring the meetings industry forward.





One of the biggest challenges for the incoming organiser will be increasing the quality and quantity of hosted buyers (more association executives and PCO's not only from Australia but from an international level) focusing on economic growth and proper level of seniority. Despite the event being well received in general by the industry, the new organiser will have their work cut out for them for keeping the interest of exhibiting destinations and venues coming from outside of Australia, which have seen their number reduced in the last years.

With a vision to become a regional hub for the global meetings industry, 2019 will see new initiatives for the three pillars of the event – commerce, education and networking. Some of these include increased number of Hosted Buyers, programmes to include personal and professional development and more networking opportunities to connect with buyers and industry partners.

### TAKE A BOW

AIME recognised Jo-Anne Kelleway, Founder of Info Salons, as this year's 2018 Industry Person of the Year, for her significant contributions and innovations to the events industry. Other winners included:

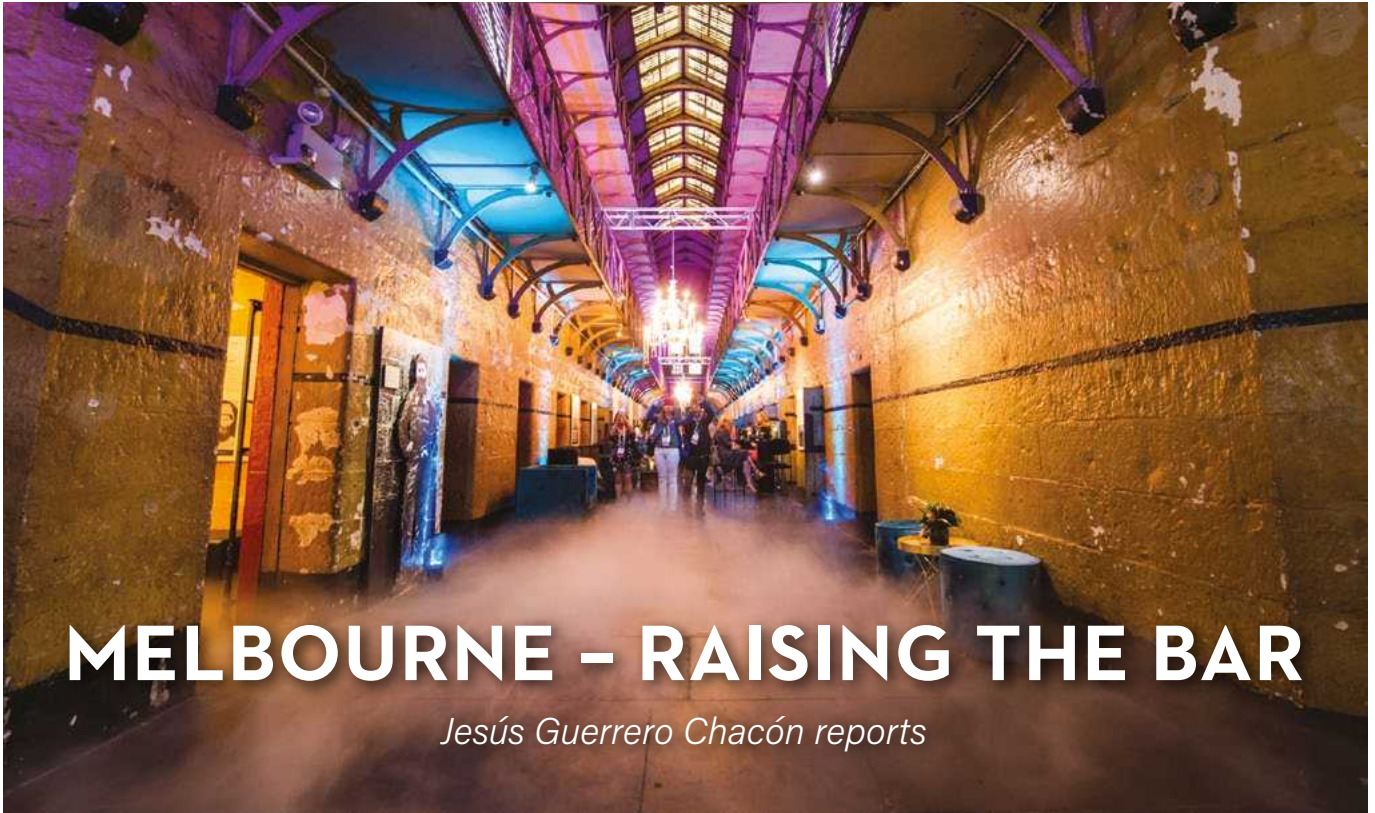
- Northern Territory Convention Bureau - AIME 2018 Best Stand over 36sqm
- Hyatt Hotels & Resorts - AIME 2018 Best Stand under 36sqm
- Madhya Pradesh Tourism - AIME 2018 Best First Time Exhibitor Stand

Last but not the least, here's a special note on his personal experience at the event from HQ's Magazine Manager for Asia Pacific and Middle East, Vikas Tembhare, "AIME 2018 came with an opportunity to connect, meet and share with meeting industry professionals. The organising team had offered a variety of experiences to "UNCOVER Melbourne" - lovely under the sun lunch hosted by **Abbotsford Convent** with a view over the city, well organised press conference and education seminar, series of evening receptions at very special venues (Old Melbourne Gaol & Ormond Collective) and show floor entertainment. On behalf of Headquarters Magazine (HQ) team I would like to thank the entire team of Melbourne Convention Bureau and IBTM Events for hosting us during the AIME show."



FOR MORE INFORMATION  
ABOUT AIME 2019:  
[WWW.AIME.COM.AU](http://WWW.AIME.COM.AU)





# MELBOURNE – RAISING THE BAR

*Jesús Guerrero Chacón reports*

There was palpable excitement in the air as the Minister for Trade, Tourism and Investment, Hon Steven Ciobo MP took centerstage at the Destination Australia Conference in Melbourne to make a historic announcement - the introduction of Tourism Australia's Business Events Bid Fund Program (BFP), which will see an investment of \$12m over three years effective from 1st July 2018! That's \$12 million worth of commitment and recognition for the potential of Australia's meetings industry. Designed to support expenditure on goods and services within Australia that assist in securing confirmed, qualified international business events for Australia, BFP offers financial support at the critical bidding stage ensuring a material difference to event costs which can include, but is not limited to hard costs for accommodation, venue hire, transport and other event costs. Such a solid support system will propel Australia as a hub for international conventions which will in turn boost trade, investment, tourism jobs and help local industries showcase their capability on the world stage.

Speaking on the significance of this announcement, AACB's President and Melbourne Convention Bureau CEO, Karen Bolinger said, "This announcement is one of the most important developments for the business events industry in Australia to date.

*This funding means so much more than generating tourism. The more business events that are secured for the State the greater the opportunity to drive economic prosperity, profile Victoria and Australia as a place to do business and study, showcase sector strengths, provide trade and investment opportunities, showcase policy leadership and bring world leaders to the state for best practice and knowledge exchange."*

Melbourne Convention Bureau (MCB) in particular is already reaping benefits of overwhelming support from the Victorian Government who provided an additional \$9 million to the State's Business Events Fund over the last two years, enabling MCB to attract lucrative business events.

MCB owned event, the Asia-Pacific Incentives and Meetings Expo (AIME) ushered in the 26th edition of this marquee event on the 20th of February 2018. On this occasion, the Headquarters Magazine team travelled Down Under and had the opportunity to experience Melbourne as a meetings destination. Close on the heels of the bonhomie of the Chinese New Year and White Night which adorned the city of Melbourne with festivities, colour, culture and creativity, Hosted Buyers and official Media Partners embarked on 2 days of discovery and

networking featuring everything Melbourne has to offer for international events at AIME 2018. The official program included new initiatives and high-end educational sessions, which took the 2018 program to new heights.

On Sunday 18th February, the MCB program, Uncover Melbourne, showcased why Melbourne is a leading global business events destination and what the city is doing to remain so. Melbourne is widely recognised as the sporting capital of the world and Australia's events capital; the second largest Australian city is an attractive destination to hold international business events and competes against other big players in the region such as Sydney or Singapore. *Uncover Melbourne* guided Hosted Buyers and Media to *Old Melbourne Gaol and Old Magistrates Court*, where attendees had the chance to taste the delicacies of an exclusive caterer presented by Showtime Event Group.

On Monday 20th, Hosted Buyers got an opportunity to learn some new tricks of the trade thanks to the **Melbourne Edge Event Series**. This knowledge forum powered by AIME and the Melbourne Convention Bureau (MCB) was supported by C2 International and themed around the creative future of business events. Featuring interactive

# GREAT MINDS LIVE HERE

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Come and meet in Melbourne, Australia's knowledge capital. A city of great minds and a place where the world's brightest thinkers gather to inspire, innovate and deliver real change. Let Melbourne Convention Bureau help you deliver an outstanding business event and powerful event legacy.

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workshops and exciting collaborations, the forum inspired delegates to embrace creativity to influence business outcomes. Some of the important keynote speakers included: Martin Enault, Chief Operating Officer, C2 International; Melissa Kaplan, Chief Digital Advisor, Microsoft and Carolyn Miller, Managing Director, The Honeycomb Effect.

## MCB - DRIVING THE CITY'S ECONOMIC DEVELOPMENT

During the AIME official press conference, MCB's Chief Executive Officer Karen Bolinger announced that business events in Melbourne are written into two government portfolio strategies across seven industries, including Economic Development, Jobs, Transport and Resources and the Department of Health and Human Services.

With a special focus on innovation, Melbourne receives strong support from Victoria's State Government to increase their research and development

as well as expose local talent. In this sense, the Bureau and its partners have been recognised as one of the main actors of these developments with significant economic contributions and important legacy outcomes including job creation and a new hotel boom. The city will see its hotel rooms increase by 50% over the coming years with 34 new hotels in the pipeline! Renowned brands such as **Ritz-Carlton, Novotel Melbourne South Wharf, W Hotel and Mandarin Oriental** are opening their doors in 2018.

Such concerted efforts have also led to some big international association wins in the medical and association sector including Spine Week 2020, the Annual Meeting of the International Continence Society 2021 and the General Assembly and Congress of the International Union of Crystallography 2023, which combined will deliver over 6,400 delegates and a cool \$48 million in economic contribution.

Keeping the eye on the ball, Bolinger also announced a new partnership with the **Professional Convention Management Association (PCMA) Education Foundation** to start a brand new **research project** to collect data to fully understand the challenges, opportunities and new business models that are likely to emerge in this growth sector in the Asia-Pacific region. This study will provide business event strategists (meeting professionals) with real insight and tangible ways & tools to integrate findings into their future event planning, leading to an overhaul of the entire industry.





## MELBOURNE - SITTING ON A GOLD MINE!

In Melbourne the streets are paved with gold, the Victorian gold rush attracted thousands and thousands of people to Melbourne in the 1850s and 1860s which transformed this city from a nobody to a metropolis to a modern city we know today. Taking inspiration from its past, Melbourne Convention and Exhibition Centre (MCEC) is also aiming for gold, working to attract millions of visitors and embrace the city's multicultural and innovative spirit.

The venue's \$200 million expansion site will position MCEC as the largest convention and exhibition

space in the country, adding some 20,000 sqm to the existing 50,000 sqm of flexible event space. True to its inspiration, the gold exterior of the expansion, as well as some of the new meeting spaces and the café and bar, have the stamp of Victoria's goldfields, including the: **Goldfields Theatre, Sovereign Room, Eureka Rooms and the Goldfields Café and Bar.** Set to open in mid-2018, MCEC has already confirmed over 220 events for its new expansion space.

The venue's strong commitment to sustainable development saw MCEC become the first convention centre in the world to achieve a 6 Star Green Star environmental rating in 2008 and 2018 will be no different. MCEC has joined forces with Melbourne's most iconic organisations to support the development of a wind farm in regional Victoria, which will enable the venue to purchase renewable energy certificates equivalent to the projected electricity consumption for expansion project. So while the venue is growing by 25 per cent, this Australian first project allows MCEC the ability to offset the expanded building with renewable energy certificates.

### myMCEC

At AIME 2018, MCEC not only launched a brand new website but also a new online customer portal myMCEC, a first of its kind in the meetings industry. This customised technology developed by Ungerboeck, is accessible from the venue's new website and will offer customers a user-friendly tool to plan their events and create a centralised location for all event documentation. This new technology

makes sure MCEC is able to adapt the platform to every customer's needs.

## FOOD-ILICIOUS MELBOURNE

MCEC has introduced innovative new Melbourne-inspired menus to offer delegates the finest quality, locally sourced produce. MCEC's Executive Chef, Peter Haycraft designed the new menu planning guides based on customer feedback, with each menu option from breakfast through to a gala dinner, being thoughtfully designed to offer customers more flexibility. MCEC's food experience and local suppliers were on display at the media lunch hosted for the media representatives at AIME.



FOR MORE INFORMATION  
PLEASE VISIT  
[WWW.MCEC.COM.AU](http://WWW.MCEC.COM.AU)





The Crown Towers Perth

## CROWNING GLORY

Delegates attending events in Melbourne and Perth are all too familiar with The Crown Hotels which are synonymous with high-end accommodation and meeting facilities, offering fine dining spaces for all tastes, as well as the trendiest bars and nightclubs. In Melbourne, **Crown Metropol**, **Crown Promenade** and **Crown Towers** are just a walk away from the city's CBD and Melbourne Convention & Exhibition Centre. They are a perfect choice for hosting big groups of delegates thanks to their combined strength of 1,600 guest rooms. Next in line will be the tallest building in Melbourne and also in Australia, **One Queensbridge** or (Crown Queensbridge) which will start its construction in 2018. The 6-star luxury hotel will add 388 new guest rooms to the SouthBank of the most liveable city.

Expanding its presence, the Crown Towers opened its second Australian property in Perth in 2017. With a MICE market on the rise in the city and an increase of 8% MICE-related business, The Crown Towers have helped Perth increase the city's event and congress facilities with brand new facilities.



The Crown Towers Melbourne



The Crown Metropol Melbourne

FOR MORE INFORMATION  
[WWW.HOTELTHECROWN.COM](http://WWW.HOTELTHECROWN.COM)

# ICC SYDNEY THE NEXT GENERATION SPACE

**When the events you have hosted in your first twelve months of operation generate A\$785 million in direct delegate expenditure on the local economy and you have a delegate satisfaction rate of 95% and a client satisfaction rate of 93%, one can safely say that the success story didn't go off-script! One year after opening for business it's clear that International Convention Centre Sydney (ICC Sydney) knows how to pack a wicked punch. Vivian and I headed up to Sydney for an exclusive lunch and site inspection of the venue (and its kitchens) after AIME 2018. These are our impressions about a convention centre that will remain long in the international spotlight.**

*Jesús Guerrero Chacón reports*

## A NEW LANDMARK FOR SYDNEY

Sydney was born to be a star – from the world's largest natural harbour to stunning beaches to some of the most iconic buildings in the world – Sydney is not just a destination, it's a *tour de force*. As Australia's top business events haven, Sydney has it all. Confirming with the city's top-notch status as a business hub is the striking new convention, exhibition and entertainment precinct, International Convention Centre Sydney (ICC Sydney) which opened in December 2016. Even though it was our maiden visit, from the first moment we could tell that ICC Sydney has brought the city much more than just a world-class meeting and exhibition space.

The glittering Darling Harbour precinct is booming with new projects which will enrich the area: new hotels, restaurants and bars welcome the opening of the new meeting space. Located in the heart of the Central Business District (CBD), the centre is set to become a new showstopper for the city and will compliment other landmarks such as the Harbour Bridge and the Opera House. The venue has already become a game changer for Sydneysiders and international visitors.



## WORLD-CLASS FACILITIES AND TECHNOLOGY

As a result of the A\$1.5 million development, ICC Sydney offers a leading convention centre, exhibition centre and theatre which are ready to play at a global stage. This dynamic versatile venue is able to accommodate three major conventions at the same time, all of them equipped with state-of-the-art facilities: with their own plenary, breakout rooms, exhibition space and dedicated catering facilities.

What appealed to me the most was the ballroom which is the largest in Australia and is conveniently located on the rooftop offering great views over the harbour and the city's skyline. Inside the building and within Darling Harbour, one can admire the beautiful 30 pieces of celebrated Australian artists which decorate the walls of the convention centre and activate the surrounding precinct.

The exhibition industry can look forward to 35,000sqm across seven halls on two different floors, both of them with their own registration desks as well as the Event Deck, a 5,000sqm open-air exhibition space which is perfectly integrated with the adjacent Tumbalong Park and the Chinese Gardens of Friendship. There is also an additional 2,400 sqm of multipurpose

event space in the Convention Centre that can be used for exhibitions. During our site inspection, the Exhibition Centre was getting ready to host the Reed Gift Fairs Sydney which was spread out over both of the t levels. This fair is organised by Reed Exhibitions, well known in our industry for renowned exhibitions like IBTM and World Travel Market.

A standout feature of this centre is its cutting-edge technology infrastructure - apart from complimentary high-speed WiFi, ICC Sydney has also implemented their own virtual reality application becoming the first Australian venue of its kind to do so. This new application allows event planners, clients and delegates to explore the facilities no matter where they are. Keeping their foot on the technology pedal, the venue has recently announced a continuous investment in the latest technology to keep up with the fast-changing needs of the market. A further investment of A\$1 million in new industry-leading audio visual (AV) equipment was announced in March 2018.

## BEYOND THE VENUE: REACHING OUT TO THE LOCAL COMMUNITY

Apart from the obvious assets of ICC Sydney for meeting planners, the centre is also a darling of the Darling Harbour precinct - generating 3,700 new jobs and 1,5

million hotel night bookings. Many hotels in the city acknowledge that the opening of the centre has been the driving force for the increased occupancy in the last 12 months.

ICC Sydney is further committed to create a positive impact on the local economy by playing key roles in different sectors and has developed a powerful legacy programme, which was announced at ibtm World 2017 including four key sections: Innovators and Entrepreneurs, First Australians, Generation Next and Sustainable Events. The legacy impacts of the centre on the local community is currently being measured by The University of Technology of Sydney.

Furthermore, a new financial services neighbourhood has been created in Barangaroo, right at the doorstep of ICC Sydney. To the centre's south are the University of Sydney, University of Technology and a new home for budding entrepreneurs - Sydney Startup Hub - officially opened in the city centre in February 2018. Sydney being an extremely attractive city for Australian startups will benefit from this initiative which will bring together companies, research centres and universities to develop cooperative efforts. The centre is very optimistic that ICC Sydney could help identify future leaders from the local community by acting as a springboard for Australian startups by giving them



ICC Sydney Theatre



an opportunity to showcase their business ideas and exchange their knowledge with national and international delegates alike.

### FEEDING YOUR PERFORMANCE

During our two-day visit to ICC Sydney, Vivian and I had a great opportunity to have lunch with Geoff Donaghy, CEO at ICC Sydney & Samantha Glass, Director of Corporate Affairs and Communication. Over lunch, we were also introduced to the centre's Executive Chef, Tony Panetta who explained to us the creative culinary philosophy designed to keep delegates engaged throughout an event. We also learnt how the centre has built a strong presence among local producers and how they collaborate to provide the best quality, locally sourced produce from New South Wales. Today, ICC Sydney is the only convention centre in Australia to offer Kosher options in-house and seamlessly blends gluten free dishes into menus.

Before the opening of the centre, the team of ICC

Sydney embarked on research to develop the new gastronomy and fine dining offering which led to their nutritious food menus. Now, cooperatives are creating relationships to work with the venue, in some cases, teaching the producers and farmers how to work with a big corporate such as ICC Sydney. The centre could also be a catalyst for the wine and beer producers to be introduced to new markets.

Chef Tony highlighted the centre's commitment to quality and security of their meals, reducing bacteria by having different stations for meat, poultry and fish.

Retention samples of all banqueting meals they serve to attendees are kept for four weeks in order to study them in case of complaints. This helps the centre keep the highest standards in the world. Chef Tony also stressed the importance of coordinating staff with regular meetings and menus which are chosen months in advance. Everyone knows what to do, when and for how many people they will be catering.

In terms of food waste, the centre works with charities in order to provide families around the city with unused food. Other kinds of food waste are given to recycling services to create compost and discussions are currently underway for the venue to put this to use in the precinct gardens or share with regional farmers.

ICC Sydney has also taken steps to reduce the waste of plastic bottles and is now working with Sydney Water, the local tap water supplier. This initiative has helped them save 775,000 bottles water and has indirectly reduced greenhouse gas emissions by 400 tonnes.

### HOTEL BOOM!

Accommodation-wise, the city is booming with 40 new hotel developments with some 8,000 rooms. The most recent addition to hotel offering is Sofitel Sydney Darling Harbour, a 5-star hotel which opened its doors in October 2017. The hotel, which is located right by the convention centre, offers 590 guest rooms with one of the city's most impressive views on Cockle Bay and Darling Harbour.

Other new hotel brands are spanning in the harbour and will increase the number of guest rooms around ICC Sydney including the W Hotel Sydney, the newly renovated 900-room Hyatt Regency, the Ritz Carlton, and the Indigo Hotel which will only be a short walk from the venue.



ICC Sydney Exhibition Centre Theatre

# ADELAIDE CONVENTION CENTRE – BIGGER, BETTER, BOLDER

Six months on from its \$397M redevelopment and the Adelaide Convention Centre (ACC) is a 'Centre Transformed', drawing strong praise and reviews for its innovation and flexibility.

The nine-year, two-phase project culminated in August last year with the opening of the Centre's new East Building. Shining a light on what Adelaide has long stood for - innovation, flexibility, market-leading capabilities and a tremendous sense of South Australian pride - the expansion transformed Adelaide's skyline with two new buildings, expanding the ACC's footprint to 20,000sqm of multi-purpose event space.

Regarded among the world's top convention centres, the multi-award winning Adelaide Convention Centre is looking to capitalise even further on this massive expansion.

*"Over the past 30 years, the Centre has played host to more than 1,800 major conferences plus many more thousands of events, welcomed more than six million delegates and visitors, and generated \$1.4 billion in economic benefit for the state of South Australia. The future looks even brighter, with our expanded venue forecast to inject an additional \$1.92 billion into the state's economy over the next 25 years,"* comments Simon Burgess, who assumed the role as General Manager at the Adelaide Convention Centre in January, following five years working as the venue's Director - Convention and Exhibition Sales.

## DESIGN, INNOVATION AND FLEXIBILITY

Taking inspiration from nature itself, architects from Woods Bagot and VX3 designed the two new buildings as a spectacular ode to the dramatic geology of South Australia's Flinders Ranges and the great granite boulders of Kangaroo Island's 'Remarkable Rocks'. But it's not just all outward swag! Exploring inwards, the novelty of this centre lies in being Australia's most flexible and technologically meetings and events venue.

Comprising three distinct yet seamlessly integrated buildings, the ACC's highly flexible design means the Centre has the ability to house events in individual buildings to create a collaborative atmosphere. Larger events can enjoy exclusive use of the complete venue, while dedicated specialist zones and cluster areas can be provided within each building for smaller events of 150 - 300 delegates.

The centrepiece of the new East Building's innovation and flexibility is its state-of-the-art Plenary Hall, which has tiered seating for more than 3,000 people, offers 3,000sqm of flat floor space for exhibitions or banquets, and is capable of being subdivided into more than 15 different configurations!

*"The operational brief for our redevelopment was very precise - to create a new "breed" of convention centre in terms of flexibility and innovation," adds Burgess. "Not only does the design pay homage to South Australia's iconic landscape, but it brings together three types of seating - hinged, rotating and retractable seats - as well as provides opportunities to break the plenary at both the balcony level and through the middle, making it one of the most flexible convention centres in the world."*

## MINDFUL EATING

The Adelaide Convention Centres commitment to innovation stems through to its creative approach to dining. There's no disputing that South Australia is Australia's food and wine capital. The ACC prides itself on delivering visitors a taste of South Australia, with 97 percent of produce used at the Centre is sourced locally.

While the ACC has been known for its food for some time, this July (2018), the venue is set to further transform the convention centre dining experience when it rolls out its latest 'restaurant quality' menu. While details are being kept tightly under wraps, we understand the new menu has been developed in conjunction with leading South Australian nutritional experts and is focused on 'mindful eating' - real, whole foods, sourced from sustainable, South Australian environments. Watch this space!

## A POSITIVE OUTLOOK

Early response to the newly expanded Adelaide Convention Centre has been extremely positive, with more than 15,500 delegates having already gathered at the venue. Looking ahead, 141 key conferences are already confirmed through 2020. Together, these are forecast to bring more than 104,000 delegates to Adelaide, delivering more than \$287 million in economic benefit to South Australia.



# BRISBANE'S WINNING COMBINATION

Australia's most awarded convention centre and The World's Best Convention Centre are titles Brisbane Convention & Exhibition Centre (BCEC) has earned over the years by constantly innovating to stay on top of the game. With their latest endeavour, they have another sure shot winner on their hands - BCEC has joined forces with Rydges Hotel South Bank in a unique new proposition for anyone seeking a venue for 200-600 delegates with on-site accommodation.

## ONE STOP-SHOP

South Bank Conferences is an exciting initiative that will simplify the process with organisers benefiting from the convenience of premium on-site accommodation and access to the world-class boutique conference facilities of BCEC. This merger will bring together unrivalled conference facilities to co-exist with award winning hospitality and hotel services taking smaller and medium sized conferences to a whole new level of effectiveness and professionalism, delivering the best of both worlds for organisers and delegates.

## PARTNERING WITH THE BEST

The recently refurbished Rydges South Bank connected by private entry to the Convention Centre sits right in the heart of Brisbane's bustling arts and entertainment precinct. The award-winning hotel also lays claim to one of Brisbane's top restaurants, Bacchus Restaurant & Bar, awarded a two chef hat rating, and the very popular Soleil Rooftop Pool Bar.

BCEC on the other hand is home to the only purpose built boutique meeting facilities in an Australian convention centre. Together they look to maximise the opportunities for delivering greater choice and more options for the smaller and me-

dium conference market which make up a significant number of the Centre's annual conference business. The benefits include -

- A wide variety of world class flexible boutique conference spaces
- Whole of event proposal with event spaces and accommodation aligned
- Peace of mind with the experienced excellence of BCEC
- Free fully functioning conference App for your delegates
- Access to 'Australia's Best' in house Audio Visual
- VIP hotel check-in and conference branded room keys
- Welcome pack for organisers
- Award-winning hotel and fine dining restaurant, Bacchus, with two chef hats
- Concierge services coordinating your stay and conference activities

BCEC General Manager, Bob O'Keefe says South Bank Conferences is a game changer for the industry. *"For us it's about providing value and choice for clients. Reflective of BCEC's previous successful partnership model collaborating with business, the arts, education and research, this initiative is pivotal to developing innovative solutions targeting the specific conference needs of clients."*



General Manager, Rydges South Bank, Callum Kennedy said South Bank Conferences provides organisers with a turnkey solution in one of the most beautiful, safe and welcoming cities in the world. *"Together with the Brisbane Convention & Exhibition Centre, we have listened to what conference clients want and what they need looking to the future and we have created a partnership that meets this need."*



MORE INFORMATION ON  
[WWW.BCEC.COM.AU](http://WWW.BCEC.COM.AU)

# CAPTIVATING CANBERRA – CLIMBING THE CHARTS

## CAPITAL COOL - THE PLACE TO BE

The world has woken up to Canberra! The Australian capital city is not just home to the corridors of power but is also flexing its muscles at number three on Lonely Planet's 2018 list of must visit cities, the highest ever ranking of any Australian city on this prestigious list. Chris Zeiher, Lonely Planet's Director of Sales and Marketing (Asia-Pacific) thinks that the city has been hiding in plain sight, "Rich with history, culture and entertainment, it offers something for every kind of traveller. Recent revitalisation efforts have given Canberra a new lease of life, establishing a truly contemporary and unique sense of style with boutique precincts emerging throughout the city, bursting with cool bars, cafes and restaurants. With endless family-friendly and adventurous activities, opportunities to connect with nature or indulge in a range of gastronomic delights, along with a smorgasbord of cultural, artistic and sporting events, Canberra should be on everybody's 2018 travel wish list."

## NEW DEVELOPMENTS

Canberra is seeing 360 degrees of development with the recent \$5.4 million refurbishment of the National Convention Centre Canberra along with a

projected increase of 2000+ rooms by 2020, with local company Geocon set to open several luxury hotels in the next few years. Canberra also anticipates the opening of the light rail in August 2018 even as Singapore Airlines and Qatar Airlines expand their daily flights to the city.

## BLOCKBUSTER EXHIBITIONS

2018 is also big on the cultural scene with a jam-packed events calendar. 'Cartier: the Exhibition' by the National Gallery of Australia, 'Rome: City and Empire' at the National Museum of Australia and '1968: Changing Times' at the National Library are some of the most-awaited this year.

## A UNIVERSITY TOWN

Canberra also continues to build on its strength as a centre of knowledge and research excellence with five universities, over 64,000 tertiary students and a diverse range of other research organisations such as the CSIRO and the Australian Cyber Security Centre. The Australian National University is ranked Australia's top university and in the top 20 in the world. The University of Canberra has highly respected vocational courses, and is recognised for innovation in allied health and sports

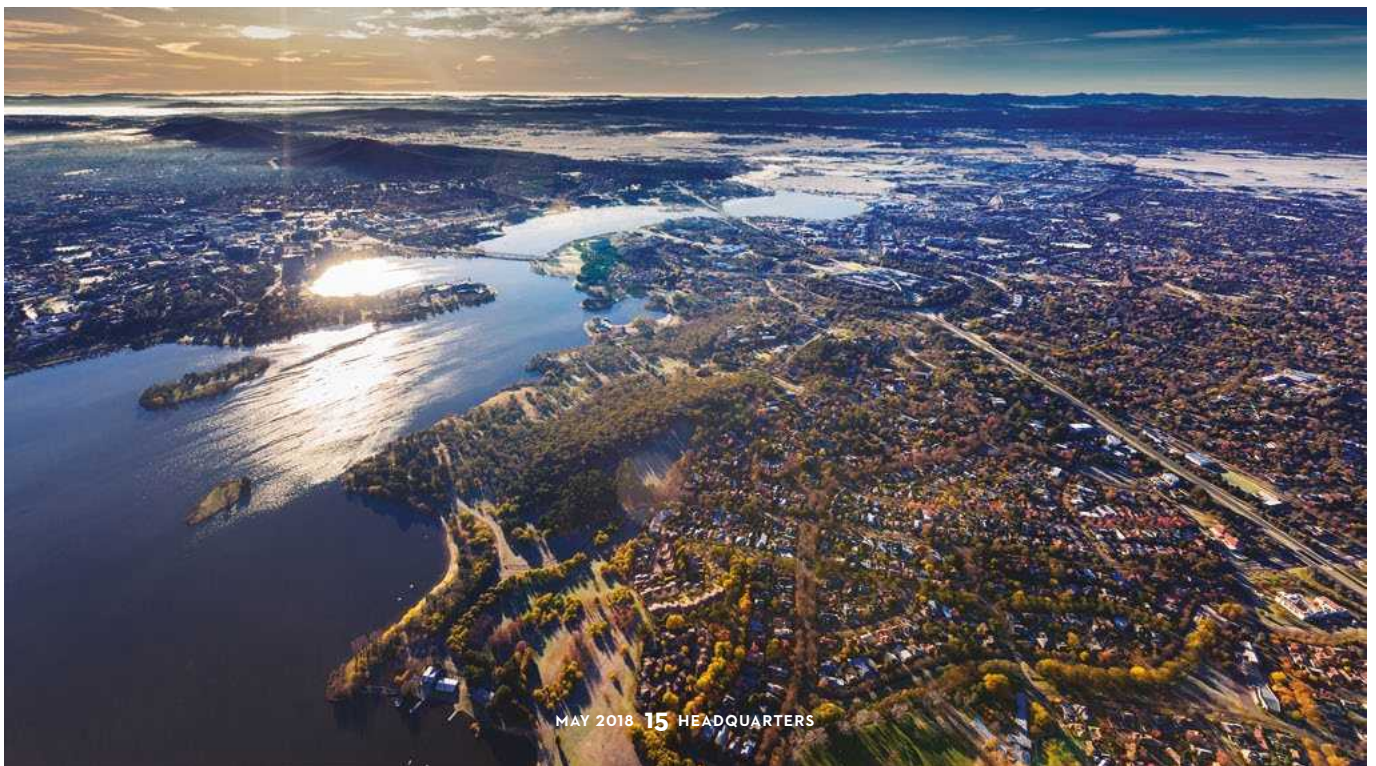
science, as well as its strong links to the Australian Institute of Sport.

## A GREAT YEAR AHEAD

Following a record number of national and international delegates in 2017, 2018 will be an even bigger year as conference delegates continue to be attracted by the powerful conference content and research experts at home in Canberra. Some of the highlights include the Defence + Industry Conference in August for 1100 people and the Royal Australian and New Zealand College of Radiologists Meeting (RANZCR) 69th Annual Scientific Meeting in October.



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# GOLD COAST SECURES \$74M WORTH OF BUSINESS EVENTS LEVERAGING ON THE MOMENTUM OF COMMONWEALTH GAMES



Gold Coast's Global Business Events team has secured 43 business events, attracting over 22,450 delegates in the next few years at an estimated value of \$74 million. The 19 other meetings pending decision in the bidding process present a potential to attract an additional 7,500 delegates with a projected value of \$18.2 million. The Games is already delivering incredible opportunity by enhancing the appeal of the city for conferences, incentives and corporate meetings. The injection of infrastructure and exciting product development delivers a new depth to the destination experience for delegates.

Joined by 12 member partners at stand 1750, Destination Gold Coast leveraged on the momentum of the

Games with their Commonwealth Games inspired stand at the Asia-Pacific Incentives and Meetings Expo (AIME) 2018 that took place in Melbourne on 20-21st February. AIME buyers and media representatives had the opportunity to inquire more about the boost the Games are bringing to the city, which is projected to attract 670,000 visitors and a global audience of 1.5 billion tuning in to watch.

With an increase in sport related and allied health associations and corporate groups confirmed to meet pre and post Games, the sports, health and wellness conferences are already on the rise. Based on the figures released from Destination Gold Coast Business Events, the incentive travel sector is on

track for another record year, experiencing a significant boost from 122 to 201 confirmed groups, up by 65% from the previous financial year. 7,000 delegates from one of China's largest personal health-care companies will attend Infinitus China in May, it will be Gold Coast's largest ever business events.

Anna Case, Director of Global Business Events, shared: "To win [the Infinitus China incentive], we had to show that we are capable of delivering distinctive and memorable programs that showcase the best of the Australian lifestyle." Further enhancing Gold Coast's appeal for business events, she said: "As we prepare to host such a significant world class sporting event, the Gold Coast really is ready to shine on the global stage and there's never been a better time to meet here."

The 2018 Associations Forum National Conference will also head to the Gold Coast on the 16-17 July 2018. The event will bring together more than 500 representatives from a range of not-for-profit organisations at the Gold Coast Convention and Exhibition Centre.



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# EXPLORE OPPORTUNITIES IN AUSTRALIA'S NORTHERN TERRITORY WITH NTBESF

**The Northern Territory Business Events Support Fund (NTBESF) aims to assist the Northern Territory (NT) business events sector to compete more aggressively with rival destinations, by providing support funding assistance to organisers of qualified business events, including association and corporate meetings. Administered by the Northern Territory Government, through the Department of Tourism and Culture's Northern Territory Convention Bureau (NTCB), the fund provides financial assistance of A\$100 per delegate up to a maximum of A\$50,000 per event. Designed to complement the NT Government's Buy Local policy, support will also be weighted towards business events which align with the NT's economic and social strengths which include health, agribusiness, land management, mining, renewable energy, education and defence.**



FURTHER INFORMATION ON THE  
NTBESF CAN BE FOUND ON THE NT  
CONVENTION BUREAU WEBSITE AT

[HTTP://NTCONVENTIONS.COM.AU/  
EN/WHY-THE-NT/EVENT-SUPPORT](http://ntconventions.com.au/en/why-the-nt/event-support)

Darwin city with Darwin Convention Centre in foreground



Crowne Plaza Alice Springs Lasseters



Uluru dining

### DARWIN - NT'S CAPITAL

Strategically located in the tropical region known as the 'Top End' (at the northernmost tip of the NT), Darwin is the closest gateway city to Asia. Its award-winning international and domestic airport make it readily accessible for business events or delegates, being just a two hour flight from Indonesia and four hours from Singapore. This relaxed and cosmopolitan harbour city is one of Australia's fastest-growing economies.

Attracting business events with NT's various industry strengths and specialisations in tropical and remote health, mining, oil and gas, renewable energy, aquaculture and agribusiness, these sectors provide access to expert local speakers, a range of interesting off-site technical tour options, and a specialised local workforce. In combination with the newly-launched NTBESF which can assist qualified events, there is much that appeals to event planners.

With its captivating waterfront location, spectacular views, multi-purpose and adaptable event spaces for up to 1,200 delegates and professional, friendly staff, the Darwin Convention Centre is the venue of choice for those wishing to conduct conferences and events in Darwin. It appears to be a busy event season for Darwin's premier business events destination, with over 8,000 conference delegates expected to meet this year, contributing an estimated \$23 million of significant economic return to Darwin and NT.

Darwin offers shopping, dining, cultural, historic and nature-based experiences, as well as a myriad of ways to explore its spectacular harbour. The city also

provides a portal to Australia's largest national park, the World Heritage-listed Kakadu, where abundant wildlife, stunning pristine landscapes and exclusive wilderness lodges and retreats, as well as exciting touring and activities await just a few hours away.

The accommodation portfolio of Darwin offers over 4,200 rooms ranging across hotels, motels, apartments and beachside resorts. The DoubleTree by Hilton Esplanade hotel in Darwin's CBD reopens to guests in April after undergoing a million-dollar refurbishment with all 197 guest rooms plus conference and event facilities. A new \$250 million luxury Westin hotel currently under construction on the Darwin Waterfront will add 240 rooms when it opens in 2020.

### ALICE SPRINGS - THE QUINTESSENTIAL AUSTRALIAN OUTBACK TOWN

Strategically positioned in Central Australia, surrounded by the majestic MacDonnell Ranges and a remarkable desert landscape, Alice Springs leaves an impact to any conference program with its innovative personality, creativity, and amazing destinations. Delegates can enjoy the laid-back, relaxed environment, the opportunity to engage with the friendly local community, the chance to participate in unique team building and incentives activities such as early morning hot air ballooning, evening star-gazing, basket-weaving and dot-painting classes with Indigenous artists.

Its compact CBD packs the state-of-the-art 1,200-seat Alice Springs Convention Centre and a range of other smaller hotel and resort venues within close proximity. The city-wide accommodation portfolio

offers more than 1,500 rooms appropriate for business events. The pioneering history of Alice Springs is a destination where resourceful spirit prevails. The solar energy research and development projects of the Desert Knowledge Australia facility can provide delegates with invaluable renewable energy sector insights. Community organisations such as the Royal Flying Doctor Service and the School of the Air also provide scope for educational off-site options for business events, enabling memorable interactions with Territorians. Visits to all these facilities can be arranged for conferences being staged in Alice Springs.

### ULURU - NT & AUSTRALIA'S MOST RECOGNISABLE NATURAL ICON

Also known as Ayers Rock, this massive rock monolith and sacred Aboriginal site, along with the equally spectacular Kata Tjuta (The Olgas) dominate the desert landscape of Central Australia. Located in the World Heritage-listed Uluru-Kata Tjuta National Park, these massive rock formations are rightly renowned as natural wonders of the world.

Uluru Meeting Place is a purpose-built conference facility situated at Voyages Ayers Rock Resort, providing a range of versatile venues for conferences and smaller meetings, and includes two ballrooms which can seat up to 420 and 300 guests respectively. The Uluru Camel Tours operates the largest camel farm in Australia with over 60 working camels available for escorted camel rides.

FOR MORE INFORMATION  
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FOR FURTHER INFORMATION ON MEETINGS, CONFERENCES AND CONVENTIONS IN AUSTRALIA'S NORTHERN TERRITORY, VISIT

[WWW.NTCONVENTIONS.COM](http://WWW.NTCONVENTIONS.COM)

# THE ASSOCIATION OF AUSTRALIAN CONVENTION BUREAUX HEADS TO THE SUNSHINE COAST IN 2018

The Association of Australian Convention Bureaux (AACB) will hold their annual conference on the Sunshine Coast in August 2018, reinforcing the increasing importance to the region's economy, as one of the fastest growing business event destinations in the country.

The successful bid by Business Events Sunshine Coast (BESC) was announced today at the Asia-Pacific Incentives and Meetings Expo (AIME) held at the Melbourne Convention and Exhibition Centre.

*"We are excited to be working with Business Events Sunshine Coast and keen to experience their hospitality as they host the 29th AACB Annual Conference,"* said Andrew Hiebl, CEO of the AACB.

*"The AACB is proud to showcase its regional members, with the Annual Conference being held in regional Australia six times over the past decade. The Conference offers a unique opportunity for competing destinations to network, share ideas and work collaboratively to grow the overall business events market within Australia."*

It is anticipated that up to 120 people will attend the

Conference to be held for the first time on the Sunshine Coast from 12-14 August 2018. This includes representatives from city and regional business events destinations from around the country. The conference and associated functions will be held in Mooloolaba at host venues including Mantra Mooloolaba Beach.

Commenting on the successful bid, Visit Sunshine Coast (VSC) CEO, Simon Latchford, said that hosting the Association of Australian Convention Bureaux was timely as the Sunshine Coast has gone from strength to strength as a popular destination for business events and incentive experiences.

*"With business events estimated to be worth \$40.8 million to the Sunshine Coast region, showcasing what our region can offer and collaborating with the best in the business makes good sense. Hosting a prestigious industry event such as the AACB Conference attracts high profile industry speakers and experts, providing a unique opportunity for knowledge exchange."*

*Business events are the highest yielding sector of the Australian tourism industry with these visitors typically spending up to six times more than any other type of visitor. Accommodation choice tends to be 4-5*

*star and travel can be held year-round, mid-week or off-peak. In addition to stimulating further investment in the region, the conference or event often includes accompanying partner programs and it is estimated up to 40 percent of corporate visitors will return for a holiday.*

*While we welcome future plans for a convention centre, in the interim we have proven not to be constrained by our location and facilities to host more high yielding 'briefcase & boardies style' business events. As a regional destination competing against the capital cities, we can offer the same level of service and innovation, but with the added benefits of the breath-taking landscapes and accompanying activities that you don't come across in a big city."*

The conference win follows a string of successful bids by BESC including the Let's Talk about PTSD – A Community Conversation to be held in August 2018, United Nations and Overseas Policing Association of Australia Conference in October 2019 and the Australian Event Awards and Symposium to be held for the third year on the Sunshine Coast in September 2018.



FOR MORE INFORMATION



Association of Australian Convention Bureaux

[WWW.AACB.ORG.AU](http://WWW.AACB.ORG.AU)



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# THERE'S MORE TO BUSINESS IN ABU DHABI

HQ interviews Mubarak Al Shamisi, Director - Abu Dhabi Convention Bureau, Department of Culture and Tourism - Abu Dhabi

***Abu Dhabi is one of the leading destinations in the Gulf region. How's your interaction with other main destinations in the area? Do you work together to bring business to the UAE?***

In the four years since the establishment of the Abu Dhabi Convention Bureau, Abu Dhabi has continued its progress as the fastest-growing MICE destination for attracting conventions and associations in the Middle East according to the International Congress and Convention Association (ICCA). The continued success of the Advantage Abu Dhabi programme, as well as strong partnerships with the Abu Dhabi National Exhibitions Company (ADNEC) and other partners has laid the foundation for success in 2017 and beyond. We work with our partners and colleagues around the UAE and GCC to ensure that all activities are complementary. With our neighbouring emirate Dubai hosting the upcoming Expo 2020, we see the growth of Abu Dhabi as a major complement to this.

***What are the most important markets for the Abu Dhabi and ADNEC?***

Sectors that are considered pillars of the Abu Dhabi Vision such as education, healthcare, transport, energy, and sustainability. Specifically, scientific and medical conferences are a huge focus for us.

Thanks to the very best in talent, combined with robust infrastructure, facilities, and technology available in Abu Dhabi, we have cemented Emirate's fast-growing reputation as a leader in these fields.

***The Convention Bureau launched its 'Al Nukhba' Business Elite Programme, could you tell us more about this programme?***

Al Nukhba gathers like-minded, highly motivated experts in various fields across the emirate, to co-ordinate efforts to secure convention business for Abu Dhabi. The new Elite team is made up of respected experts influential in their field, to act as representatives of the emirate, working with local professionals to advocate for Abu Dhabi on potential inbound international conventions. In partnership with the Convention Bureau, the Business Elites will create collaboration and bid development strategies aimed at increasing the number of international conventions held in the UAE capital.

Members of the 'Al Nukhba' initiative are recruited and enrolled based upon their standing within regionally based organisations and their activity within international associations. The Abu Dhabi Convention Bureau will continue to invite individuals to enrol in the programme on an on-going basis with members considered based on their activities

pursuing bids, if they are a member of a regional or international association.

***Louvre Abu Dhabi opened its doors in November 2017, how does this kind of cultural developments help bring more international visitors to the destination?***

Abu Dhabi is a unique destination in that it offers a holistic experience for organisations and business travellers alike. From a business perspective, Abu Dhabi is rapidly becoming more widely known on a global scale for its innovation and commitment to excellence, but it is also developing as a global hub for arts and culture, with world-class museums and exclusive exhibitions and shows, performing talent, live concerts, and other entertainment.

The Abu Dhabi Convention Bureau plays a pivotal role in supporting other government entities prevail over stiff competition. Additionally, the Department of Culture and Tourism - Abu Dhabi established Advantage Abu Dhabi, an incentive initiative aimed at increasing the overall value proposition of the destination and providing an array of support throughout the event planning cycle. The initiative's mission is to aid the expansion of the emirate's already growing MICE sector and further promote its world-class venues and facilities.



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BY SARAWAK CONVENTION BUREAU

# OFF THE BEATEN PATH IN JAPAN: TAKAMATSU'S HIDDEN CHARMS AND SURPRISES



**JNTO invited a selected group of buyers and journalists to experience more of Japan's hidden gems in late February. HQ spent two days exploring Takamatsu, the laid-back capital of Kagawa Prefecture and the main gateway to Shikoku Island, and the nearby island of Naoshima, where the awe-inspiring architecture and art would impress even the not-so-arty folks.**

*Text and pictures by Katie Lau*

With a record high of about 28.7 million visitors in 2017, Japan National Tourism Organisation (JNTO) aims to promote Japan's "diverse charms" as part of their marketing strategy towards specific target groups, including highlighting lesser-known destinations by organising fam trips to cities like Matsue, Kitakyushu and Takamatsu this year.

Takamatsu may lack international chain hotels, Michelin-starred restaurants and foreigner-friendly attractions – but that is a big part of its appeal. Hideki Hashimura, General Manager of Takamatsu Convention Visitors Bureau, told me over a kaiseki dinner, "Our target groups are those who have visited major cities like Tokyo and Osaka and want to look for something different".

## JAPAN ON A BUDGET

Almost everything (e.g. accommodation and meeting facilities) is cheaper in Takamatsu compared to major cities in Japan, and you can experience the real Japan without the crowds as well. Easily accessible on Japan's well-travelled Golden Route (about one hour from Tokyo by plane or two hours from Osaka by Shinkansen via Okayama), Takamatsu boasts many of Kagawa's great sightseeing spots (e.g. Japanese temples and gardens), traditional arts and crafts like stone masonry, bonsai and lacquerware, as well as a variety of regional culinary specialties like Sanuki udon, olive beef, olives, and seafood.

Facing the Seto Inland Sea, Takamatsu is situated in northern Kagawa, Japan's smallest prefecture. It is a modern city that once thrived as a castle town of the Matsudaira Family during the Edo Period in the 17th century, and many historic sites in Takamatsu reflect this heritage. **Tamamo Park**, which houses the ruins of Takamatsu Castle, features the Hiunkaku building with large tatami rooms. Constructed in 1917 as a residence and governmental office, it is used today as an exhibition and meeting space good for luncheons.

Another must-see is the charming **Ritsurin Garden**, one of Japan's best traditional landscape gardens featuring bridges six ponds and 13 artificial hills. Shoko Shoreikan, a traditional Japanese building with a beautiful yard, is ideal for all kinds of receptions. It's worth noting that this garden offers a change in scenery with every step thanks to its dramatic landscape. The Kikugetsu-tei tea house is also a great spot to relax and enjoy a tea break.

For a magnificent view of the Seto Inland Sea (described by English travel agent Thomas Cook as a 'beautiful spectacle') and the city, head to the 293-metre high **Yashima** ("roof island"), a flat topped volcanic plateau just outside of the city centre. The site of an important 12th century battle during the Gempei War between the Taira and Minamoto Clans, the mountain features a circular promenade, an aquarium, and **Yashima Temple**, the 84th of the 88 temples on the Shikoku Pilgrimage.

## AN ARTY CITY

For a small town, Takamatsu has seen its share of famous artists over the years, such as Japanese-American furniture designer **George Nakashima**, who used to run a workshop in Takamatsu, which now serves as a museum and a gallery. Another example is Japanese-American sculptor **Isamu Noguchi**, who first visited Shikoku in 1956 in search of stones for his project in Paris and his works are easily spotted throughout the city.

And of course, a trip to Takamatsu will not be complete without excursions to nearby islands such as Ojijima (Cat Island), Megijima, and most importantly, **Naoshima** (60 min by ferry). The most popular time to visit these islands are during the **Setouchi Triennale**, a contemporary visual art festival launched in 2010 featuring artworks over several islands and locations with a loyal following in Japan and abroad.

## EXPERIENCE ART LIKE NEVER BEFORE

On regular days, Naoshima is also a haven for art lovers. A peaceful yet tiny (14 sq kilometers) no-nonsense "art island" with abandoned beaches, Naoshima is the epitome of slow tourism – visitors are encouraged to stay longer on the island and expected to strictly observe rules and instructions for an immersive experience in art.



Ritsurin Garden, Takamatsu

The five modern museums in Naoshima are mostly designed by creative genius **Tadao Ando**, whose minimalist aesthetic and use of natural materials like concrete and wood plays off perfectly with light, space, and nature. The **Chichu Art Museum** is an underground space made of concrete with open-roofed skylights that allows natural daylight to come in and affect the appearance of the artworks and the ambience of the space, depending on the time of day. From Claude Monet's Water Lilies paintings to Walter de Maria's stately art space with strategically placed objects, light and nature is used on an epic scale in harmony with its surroundings to create a sublime art viewing experience.

Another masterpiece by Ando is **Benesse House**, a museum-hotel located on a hilltop featuring works by Twombly, Hockney, Warhol, and Jasper Johns, to name just a few. Designed with the concept of "co-existence of nature, architecture and art", the complex features meeting rooms of different sizes with panoramic sea views.

Located in the village of Honmura, the visually stunning **Naoshima Hall** designed by architect Hiroshi Sambuichi is another prime example of architecture coexisting with its natural environment. Consisting of a main hall, a community centre, and a garden, the venue utilizes the island's prevailing winds to circulate air inside the hall, and its sculptural roofs made from cypress wood features an opening that allows fresh air to flow through the building.

## WORLD-CLASS CONVENTION FACILITIES

Takamatsu is a very compact city where most attractions and points of interest are within walking

distance. The centrally located **JR Hotel Clement Takamatsu**, Shikoku's largest urban hotel with 300 guest rooms, boasts banquet halls of different sizes, including one with 1,200 sq metres.

Only a three-minute walk away are the Sunport Hall and the Kagawa International Conference Hall, both located in the Symbol Tower building. Created as a civic culture centre, the **Sunport Hall** features a Grand Hall with a maximum of 1,500 seats, two smaller halls and 12 different-sized meeting rooms, as well as rehearsal rooms. The **Kagawa International Conference Hall** offers conference rooms with beautiful sea views, and its main hall is equipped with interpretation booths for six languages and a special reception room.

## MORE FUN AND BUSINESS IN TOKYO

Apart from the fam trips, JNTO also arranged visits to the **Tokyo International Forum** (a magnificent venue with a vast glass atrium, eight conference halls and more than 30 conference rooms); and **Ginza Six**, a new luxury shopping mall where participants watched a riveting performance at **Kanze Noh Theatre** (a style of traditional Japanese musical drama) on the basement floor. Participants then took part in **Japan Convention Trade-Mart** at Keio Plaza Hotel Tokyo learning more about Japan's meeting destinations with representatives from 24 Japanese convention bureaus.

The four-day programme finished with a farewell party at the South Observatory of **Tokyo Metropolitan Government Building**, one of Japan's many popular spots to catch a city view.



Tokyo International Forum

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# SENDAI: A RESILIENT ACADEMIC CITY



Sendai International Center

## It was an immense pleasure to be part of a family trip to Sendai upon attending the IAPCO Annual Meeting 2018 in Tokyo, writes Vikas Tembhare.

Sendai, the largest city in the Tohoku region, offers world-class accommodation, unique Japanese cuisine as well as historical and cultural sites. Over time Sendai has also gathered many accomplishments in the meeting industry.

Sendai's MICE brand, "Resilience, Harmony and Inspiration", conveys the harmony between culture and nature of the beautiful green city, and the inspiration created through direct contact with nature experiences and expertise in disaster prevention and reconstruction after the unprecedented Great East Japan Earthquake in 2011.

As a "Disaster Prevention Urban Environment", Sendai is the venue of a succession of international conferences based on the theme of natural disasters, and disaster prevention and reduction. In addition, the World Conference on Earthquake Engineering is scheduled to be held in 2020.

The Sendai International Center is a conference hall boasting a beautiful natural environment with

easy access, and Sendai's city centre alone offers accommodation facilities with more than 10,000 rooms. Sendai, the City of Trees, is also blessed with delicious food and unique hot springs, thus a desirable location for any conferences.

Yoshio Nakamura, Director of Sendai Convention Bureau: "Sendai is a city surrounded by greenery and beautiful nature, and is also a city with substantial experiences of hosting international conferences, receiving high praise from all around the world. We promise to provide a fulfilling hosting environment for the organizers to ensure a fruitful and successful conference."

Hitoshi Ito, Sendai Convention Center Director: "The Sendai International Center has the capability of holding a variety of conventions, and successfully held the "Third UN World Conference on Disaster Risk Reduction", attracting nearly 6,500 people from 185 countries from around the world, the largest ever international conference held in Japan."



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# HIROSHIMA: AN INTERNATIONAL CITY OF PEACE AND PROSPERITY

**Since childhood, one of my dreams was to visit Hiroshima, and it came true during the pre-fam trip of IAPCO Annual Meeting 2018 in Tokyo. I was completely enthralled by the beauty of the city and its people, and its world-class and sustainable infrastructure has helped turn Hiroshima into an ideal destination for meetings. Text by Vikas Tembhare**

Hiroshima is a historical and cultural city with two UNESCO World Heritage sites—the Atomic Bomb Dome and Itsukushima Shrine—and is also known as a hub for manufacturing technology. The city has peacefully developed from the ashes of devastation, with achievements in research by Hiroshima University and others as well as global success by corporations in the automotive, machinery and other industries. Hiroshima is an ideal location for conferences that strive to solve problems through peaceful, intellectual exchange.

Commencing with 2018 ISAF-FMA-AMF-AMEC-PFM Joint Conference and the 11th International Conference on Optics-Photonics Design and Fabrication, a number of international conferences will be held in Hiroshima this year.

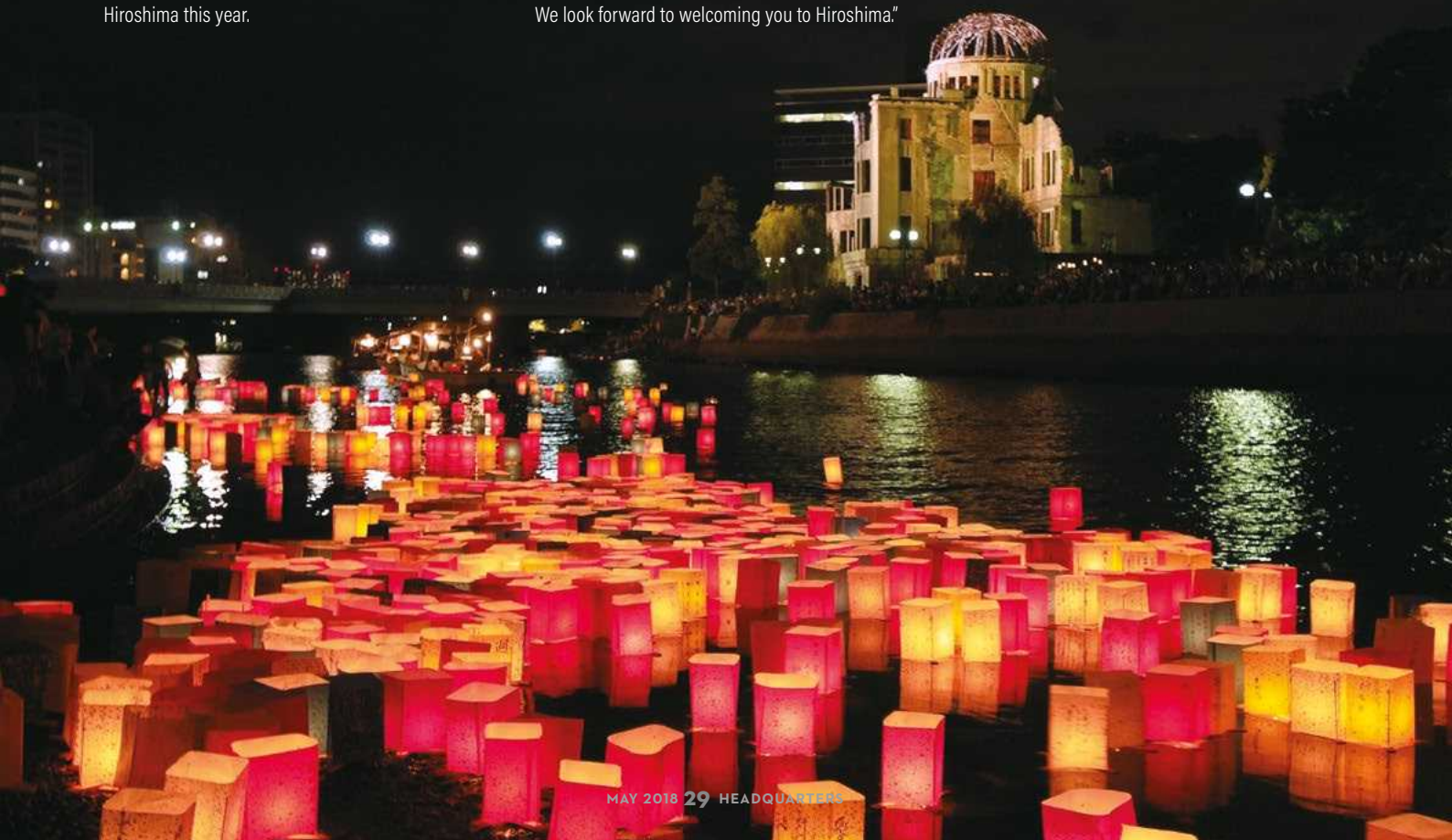
Hideki Fukayama, Chairperson, Board of Directors, Hiroshima Convention and Visitors Bureau: "We hope that conference participants share in Hiroshima's desire for peace, which then U.S. President Obama also partook of during his historic visit in 2016. Through this, they will certainly be able to take back with them a deep impression that could not be gained from visiting any other city."

Shinya ENO, Director, Hiroshima International Conference Center Hiroshima: "International Conference Center Hiroshima is located in the Hiroshima Peace Memorial Park where you can enjoy seasonal scenery, and can offer you opportunities to hold a wide range of meetings from international conferences to academic seminars with comfortable environment. We look forward to welcoming you to Hiroshima."



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# SIX REASONS TO CHOOSE HANGZHOU AS YOUR MICE DESTINATION

**Hangzhou is a premier MICE destination that truly inspires new connections. This graceful southern city is also one of the most vigorous in China, boasting strong economic development and high gross national income, and named one of the top 10 most excellent mainland China business cities in a Forbes China survey. Come experience the abundant and unique resources, high service standards, and flair for innovation that makes Hangzhou the destination of choice for international meeting organisers.**

## 1. ABUNDANT TOURISM RESOURCES

Hangzhou is blessed with rich natural and humanistic resources endowed by nature. The poetic charm of Hangzhou's renowned tourism is the perfect marriage of picturesque natural scenery and profound cultural deposits, supported with mature tourism services and diverse planning resources for organisers.

## 2. EFFICIENT TRANSPORTATION NETWORK

Hangzhou has the second largest international airport in East China. Besides the high-speed rail which provides an efficient and convenient domestic network, their four local traffic system that includes subway, bus, taxi and public bicycle also provide an ecological environment for incentive travel.

## 3. COMPETITIVE MODERN FACILITIES

Hangzhou has perfect conference facilities and resources. There are large-scale conference center and hotel clusters, as well as diversified small-scale conference hotels, which can not only meet the

needs of large conferences, but also can satisfy the needs of large and small high-end private parties.

## 4. INTERNATIONAL METROPOLITAN CITY

The World Tourism Organization, International Conference and Convention Association and other international authoritative organizations have established strategic cooperative relations with Hangzhou to promote the development of MICE industry. Notable international events that were hosted in Hangzhou include the World Chinese Entrepreneurs Convention, World Buddhist Forum, International Tea Expo, World Finance Conference, and the G20 Summit.

## 5. VIBRANT BUSINESS CULTURE

Boasting a mature private economy with its tourism and traditional industries, Hangzhou is one of China's leading economic cities with a high quality business environment. Besides cultural and creative industries, the success of Alibaba Group and Taobao.com are also catalysts to the growth of a large number of

enterprises from the information service industry.

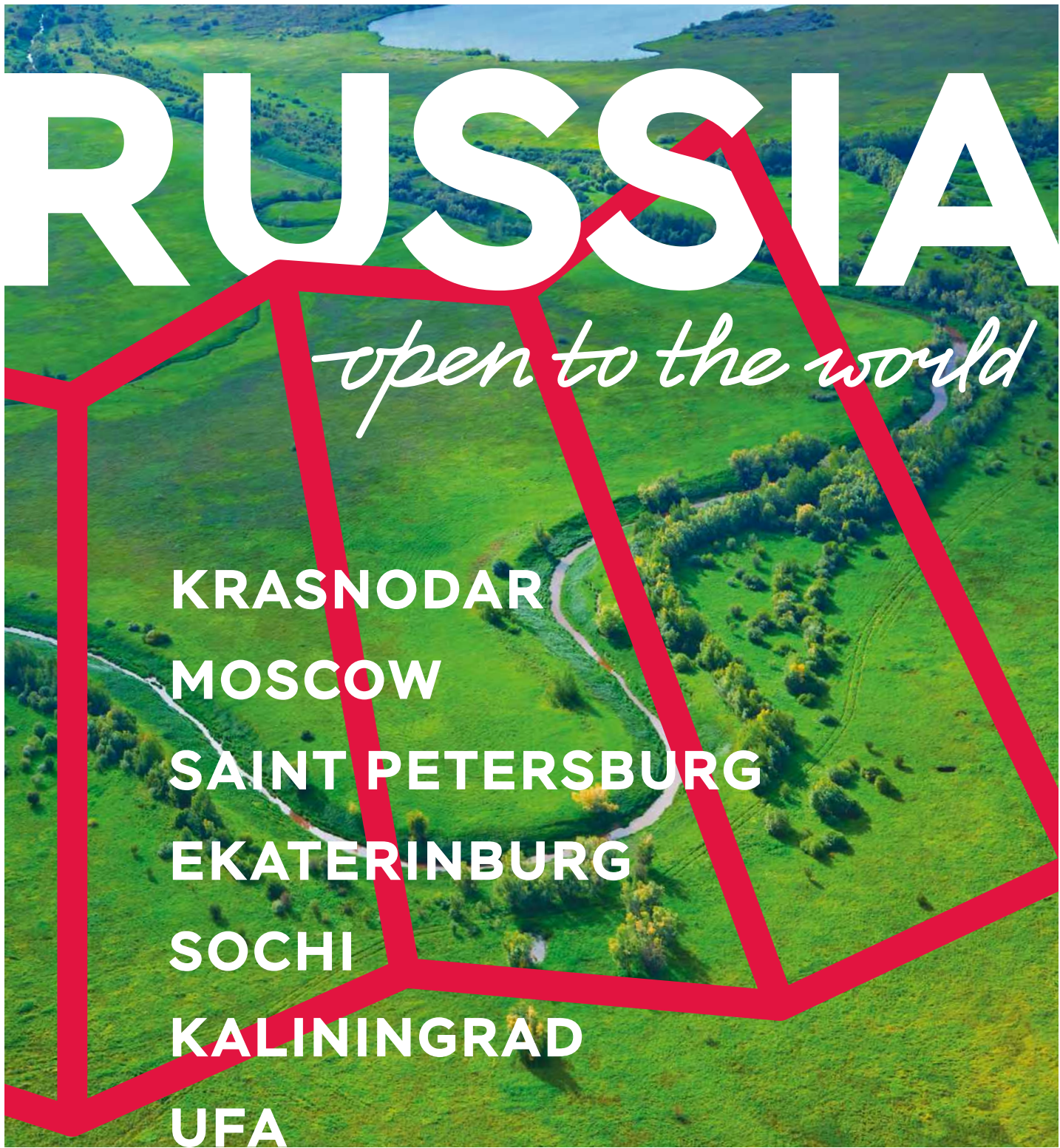
## 6. STRONG GOVERNMENT SUPPORT

MICE organisers can feel at ease as Hangzhou's Municipal Government attaches great importance to the development of MICE, actively advancing its infrastructure and diverse facilities portfolio, providing strong support and further insurance in security, traffic, publicity, food hygiene, service quality. Visit [www.micehangzhou.com/en/](http://www.micehangzhou.com/en/) for more inspiration and information.

Hangzhou,  
inspiring new  
connections

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