

# Feel the Power!

Meeting professionals wield significant influence, not only in terms of economic impact but also as advocates for the industry's future. With the power to shape our profession's evolution and recognition, our potential is immense. But more on our potential in the next cover story tomorrow.

IBTM World opened yesterday with figures exceeding those of 2023. Trade visitors are up 10% to 7,200 and Hosted Buyers up 23% to 2,545. The show floor was buzzing and the industry bonded at the evening welcome party. Handshakes, smiles, hugs... We are all happy to meet again. As we continue into the second day of the show, knowingly or unknowingly, we are in a gathering of power... A people-powered industry with the power of working together to drive a global business. Now, that's a lot of power in one place!

Being in the "people" business, meeting professionals hold the power to connect and engage people. Heather Gallagher, Former Chief Technology Officer & Head of Design at Burning Man shared insights on how the event grew from a small gathering into a global cultural movement, thanks to

the power of communities driven by common interests and working together.

Today's keynote by Simone Heng, Human Connection Specialist and Award-Winning Author, on "The Power of Human Connection", provides us with the opportunity to discover techniques for forging meaningful relationships across divides, and why these connections are imperative as humans move deeper into the age of artificial intelligence.

One of the key drivers of our business is designing experiences based on our understanding of human behaviours. We have an exciting line-up of "Exceptional Experiences" sessions with experts such as Jameka Pankey, Head of Experiences for Artist at Amazon Music on "Creating Experiences to Ignite Fandom"; Jimmy Knowles, Global Head of Experiential at Canva, and Madolyn Grove, Creator Community at TikTok, who will share their experiences of creating strong global brand propositions at the session "Building and Expanding a World-Class Event Brand - What Differentiates Good from Great?".

Continued on page 3



## PHOTO OF THE DAY



### Germany is back!



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### Serbia set to stage EXPO 2027



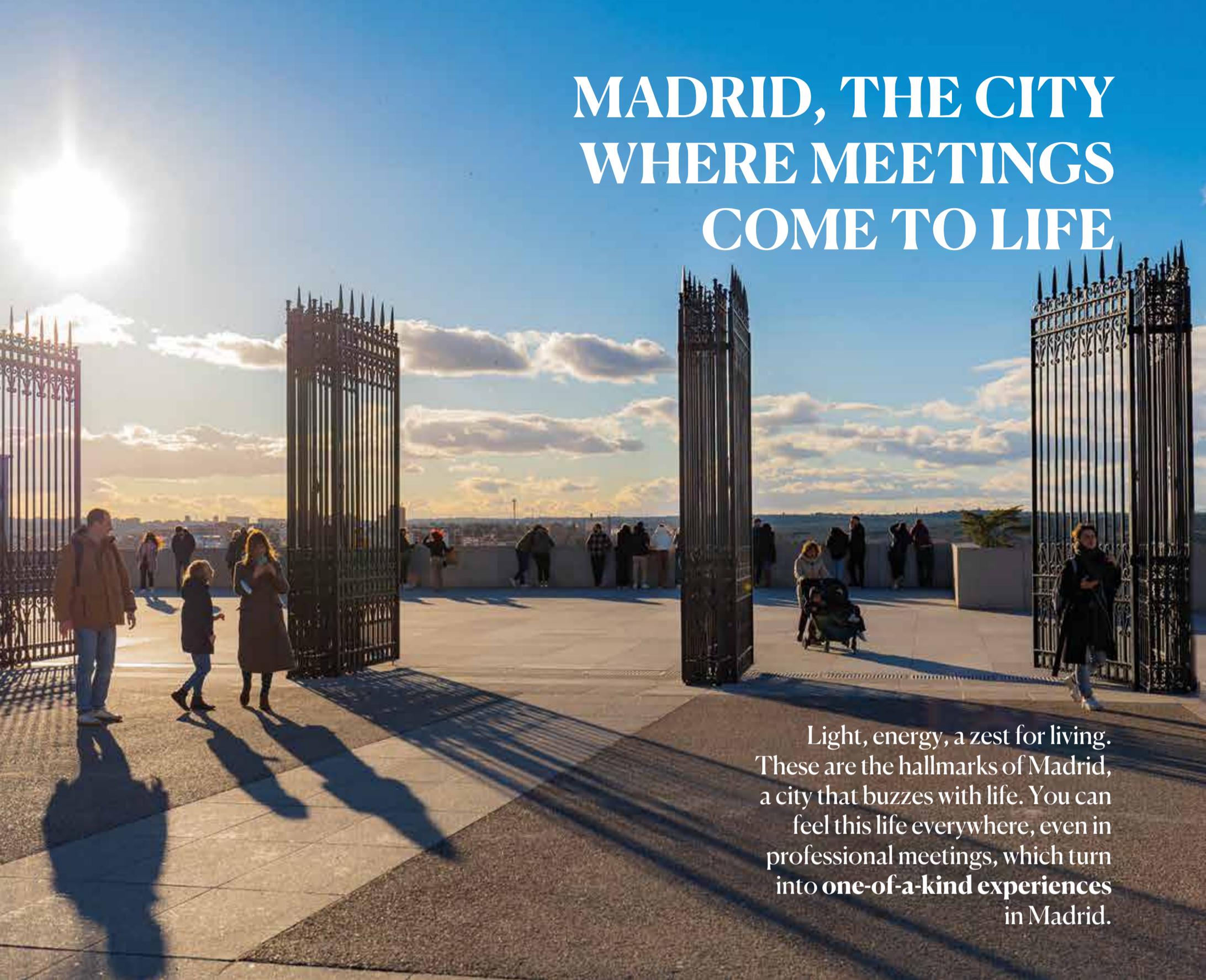
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### Massive expansion plan for Dubai Exhibition Centre



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# MADRID, THE CITY WHERE MEETINGS COME TO LIFE



Light, energy, a zest for living. These are the hallmarks of Madrid, a city that buzzes with life. You can feel this life everywhere, even in professional meetings, which turn into **one-of-a-kind experiences** in Madrid.

## UNFORGETTABLE MEMORIES

Explore the city's streets and admire its historic buildings. The area of **Paseo del Prado and El Retiro Park**, a UNESCO World Heritage Site, offers an endless range of must-see monuments and cultural institutions. The blue sky invites you to share some laughs in one of the many outdoor cafés in Madrid, a sociable, welcoming city that will make your corporate event an **unforgettable meeting**.

## EXCITEMENT AT EVERY TURN

You'll find **incredible venues, hotels that will win over even the most demanding traveller, itineraries full of stories and mysteries, artisans** who will share their knowledge with your group, **rooftop bars and restaurants with 360° views, first-rate gastronomy** and, first and foremost, an **endless supply of one-of-a-kind experiences**. The city has a special energy that makes any event held in Madrid come to life.

Madrid Convention Bureau  
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CONVENTION  
BUREAU

Continued from page 1

With great power comes great responsibility... Whether you know this quote by Voltaire or heard it from Marvel's Spider-man, as a collective powerhouse, we have the ability to define our industry and its legacy, and to be its advocates. Our industry needs strategic leadership to address important issues: to drive economic impact, counterbalance the challenges of over tourism and climate change, and develop our social responsibility, such as designing inclusive and accessible meetings.

We gain insights from the different industry studies such as the IBTM World Trends Report, where we move into a new growth era and the impact of people. The 2025 Global Meetings and Events Forecast by AmexGBT highlights a strong and optimistic outlook for the industry where in-person meetings continue to dominate with prioritisation of attendee engagement, sustainability and cutting-edge technology such as Artificial Intelligence (AI) to enhance the experience.



Take a moment to recognise the power you have: look within you, look at the people working with you and around you, look beyond your company and see the industry that you belong to... Feel the Power and be empowered!

#peoplepowered

See the sessions mentioned in the Conference Programme on page 15



Download IBTM World Show Daily

## Getting to grips with influence

**Gordon Glenister**, Global Head of Influencer Marketing, Branded Content Marketing Association and Membership World, shares the basics of what it means to be an influencer.



There are different types of influencers: B2C and B2B. Whichever category they fall into, the key is that they have an engaged and relevant community.

An influencer is somebody who has an engaged group of people who want to listen to what that person has to say because they value their opinion and their knowledge. The most successful influencers sometimes, in terms of conversion, are those who are nano and micro-influencers with much smaller audiences. The reason is, they're way more relatable and seen as authentic with their audience.

One of the reasons why people are influential is because they have trust. Trust and relevance are key components. If you're not relevant, you will not influence.

If you want to influence, you'll need to be different, relevant, and authentic.

An increasingly growing audience of young people will not look at your web-

« I think we're in the age of the super niche »

site first. They'll look at your digital social media footprint. What are you talking about online? How consistent are you? How unique are you? What niche do you operate in?

As Gordon points out, "I think we're in the age of the super niche."

He concludes by encouraging people to look and evaluate their brand presence online and ask what they could do differently. The power of influence is with us every day and how we choose to show up makes all the difference to how we influence others.

**Meet Gordon - The Power of Influence**  
November 20th 10:00 - 10:40  
IBTM Main Stage

@VisitEnglandBiz  
Today our Chairman @backborwick joins the #IBTM Forum for Advocacy, convening 80 global policymakers & industry leaders to discuss elevating key advocacy issues affecting the events industry, & its pivotal role in delivering social & economic value to regions and communities.



### Networking Hour

Wednesday, November 20th

18:00 - 19:00 - IBTM World Show Floor, Fira Barcelona

Prepare to be amazed as exhibitors pull out all the stops to showcase what their wonderful destinations or services can do for your business.

### Club Night

Wednesday, November 20th

22:00 - Opium nightclub

Dance the night away, whilst doing valuable networking, at Opium nightclub in the heart of Barcelona.



## Technology, efficiency and experiential impact are central to event success

Cvent celebrated its annual Cvent CONNECT Europe in London which brought together thousands of industry professionals both in-person and online from November 5th to 7th. During the opening keynote address, founder Reggie Aggarwal shared insights into three trends and market dynamics driving industry growth.

Artificial Intelligence (AI): Rapid AI advancements are transforming the events landscape, enabling smarter, more efficient planning and delivering data-driven insights that elevate attendee experiences. Cvent is investing heavily in the AI space, with 200 technology experts working on AI developments and more than 20 AI-related product initiatives are in production.

Prioritisation of Value and Impact: Organisations are prioritising spending with clear and measurable ROI. Effective events deliver value not just on event days but throughout the entire customer journey. The company's integrated platform supports businesses in demonstrating event value and making data-driven decisions.

Resurgence of the Experience Economy: As hybrid work changes how and why people attend events and travel, the in-person experience is ever-more vital for building connections and community.

**Stand N61**

## INDUSTRY & TRENDS

### Powering the Human Connection

**S**imone Heng, Human Connection Specialist and Award-Winning Author, provided her insights on how to understand each other better.

**What's the best way to understand someone from a different generation or culture?**

Let's begin with generational differences. Understanding what motivates each generation is crucial, as these motivations can vary significantly. For instance, Millennials often want to leave the world better than they found it, while Gen Z are passionate about correcting injustices. By grasping the "why" behind each generation, we can gain insights into what drives people in their everyday interactions.

When it comes to understanding different cultures, the ability to speak dif-



ferent languages is a significant advantage. It can enhance empathy and reveal cultural nuances. For example, as a Chinese person living in Singapore, it's common to be greeted by another Chinese person with the question, "Have you eaten?" This reflects the historical context of Chinese immigrants who came to Singapore during times of famine and underscores the importance of food in Chinese culture. Language can provide deep insights into a person's culture and give us ways to better connect.

Empathy is essential for understanding individuals from different cultures. We must approach these interactions with the awareness that others may see the world differently—and that's perfectly okay. Rigidity and lack of cognitive flexibility can stem from the belief that one's culture is the "right" way. This happens a lot to those with limited exposure to other cultures, so being better exposed to new people, experiences, and travel can be hugely helpful in connecting with people different from oneself.

**◀ We are more alike as human beings than not ▶**

**How can meetings foster human connections?**

Greater understanding among people generally leads to reduced intolerance. There's a concept called the "contact hypothesis," which posits that the proximity of people with clashing social identities can diminish old hatreds. Spending time together at events like IBTM World helps break down barriers and fosters connections despite cultural differences because it brings people into contact with each other. It is much harder to measure the difference between us when confronted by the human being in

front of us; events reduce polarisation.

From my experience as a former emcee, one vital aspect is understanding your client's motivations, objectives, and desired outcomes. I often ask clients what they want their audience to take away from my speeches. This clarity helps us navigate each other's needs effectively. Every person we interact with has motivations and desires; it's our job to uncover these and accommodate them within the boundaries of our own agendas.

**What is one simple thing you would like meeting professionals to do when connecting with others?**

To build rapport in our polarised world, it's essential to recognise that we are more alike as human beings than different. We all share basic physiological needs: food, water, shelter, and safety. These fundamental needs remain constant, even during difficult conversations. By focusing on these shared needs, we can foster understanding and connection.

**Meet Simone - The Power of Human Connection**

**November 20th 09:15 - 09:45  
IBTM Main Stage**

### Inclusive Events Begin with a Commitment to Accessibility

**M**onica Molina, DEI, Accessibility, and Sustainability Consultant at DEI Consultoria, highlights the importance of accessibility awareness for creating inclusive events.

Event accessibility goes beyond simply accommodating visible disabilities. It means designing an environment that allows everyone, including those with neurodiverse or invisible conditions, to participate fully. Can meeting professionals meet the needs of every attendee? Monica believes that with accurate information and greater awareness, they certainly can get closer to that goal.

She points out that while physical disabilities are often easier to recognise and accommodate, other conditions require deeper understanding and a proactive approach. Raising awareness is essential, and, this calls for more comprehen-

sive training across the industry.

One of the most crucial elements of accessible event design is venue layout. Accessibility isn't just about entrances and exits; it's also about the ease of reaching accessible facilities, such as toilets, lifts, guest rooms, plenaries, and breakout spaces.

Beyond physical accessibility, technology plays a vital role. Assistive tools like hearing loops and captioning services can make a significant difference. Meeting organisers should consider offering these technologies to ensure everyone is supported.

Communication methods are another key aspect. Are materials provided in multiple formats? For example, paper-based resources may not be accessible to everyone, so organisers should consider including visual and audio options. These accessible formats are crucial in making sure that all attendees have equal access to information.

Building accessibility awareness is the first step towards truly inclusive events. With proper knowledge, training, and



**◀ The more accurate information you have about people's needs the better you will serve them ▶**

resources, the meetings industry can create environments that welcome and support everyone.

**Meet Monica - How to incorporate DEI into your event RFP?**

**November 20th 13:15 - 13:45  
Workplace Revolution**

### Global Destination Report 2024 unveiled at IBTM World

North American and Western European destinations are enjoying economic benefits from large-scale business events, according to the Global Destination Report 2024, unveiled yesterday by The Business of Events (TBOE), produced in collaboration with SFA Connect, ICC Belfast, and IBTM World.

Over 50% of surveyed regions reported that event-driven contributions exceeded €100 million this year. Respondents from developed areas, including Western Europe (9%), Central Europe (13%), and North America (13%), reported economic values from business events reaching over €5 billion in 2024.

The report explores economic contributions, budget stability, government support, and the need for stronger industry advocacy across regions while identifying the successes and challenges that continue to shape the sector.

Download the report: <https://the-business-of-events.com/research/>

# THE FASTER THE **M**ORE BERLIN

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Guest Events



[www.messe-berlin.de/guestevents](http://www.messe-berlin.de/guestevents)

**Puzzle & Win!**

**At Stand F70-16**

**ibtm** WORLD

## Consent is essential – Hollywood’s lessons for event professionals

**S**amantha Murray, Intimacy Coordinator at Sam Murray On Set, shared her insights with us on the vital role of common consent.

An Intimacy Coordinator supports and facilitates any scene involving intimate content and physical storytelling that might be vulnerable for artists in a film or TV set.

In events, the equivalent of an IC means that you have support first in communication and understanding what should be communicated and what’s appropriate to ask.

Understanding consent as a moving and shifting landscape is really important. Consent is not just about sex or romance. It exists in a language form that we can share and understand, especially if you’ve got people from different backgrounds. I work on film sets all over Europe with crews using many different languages and defining what the boundaries might be is critical. People may not be confident about expressing what they need, but we need to draw on that in



order to create that inclusion, a sense of belonging and a trusted place, as well as communicating if something is wrong.

Meeting professionals shouldn’t be afraid to set boundaries. We need to know and define the playing area. It’s actually a wonderful way to have people feel secure enough to come in and connect, and feel that they ultimately belong. That is the inclusion we are looking for.

## Loyalty is out...

**H**eather Gallagher, Former CTO and Head of Design, Burning Man, spoke yesterday about the transformational journey of Burning Man. We asked what a loyal community means to her.



I think loyalty is lame; it is like when you keep putting the same brand of toothpaste in your shopping cart, but not really thinking much about it, or not changing your bank because you’ve been there for 30 years.

For me, it’s really about engagement. With Burning Man, the community was co-creating the event with the organisers. People were so inspired by what they experienced at the main event that they wanted to start cultivating their own communities and hosting their events back home. They were reading everything that came out and voiced

« Loyalty is like when you keep putting the same brand of toothpaste in your shopping cart »

their own opinions. So, it’s very much a symbiotic relationship.

That doesn’t mean they always agree with what the organisation does, and they’re not necessarily loyal to it as a brand. What they are loyal to is the community and its values. And that’s really what’s been spreading. Loyal is boring. Really engaging, co-creating, participating and be opinionated is exciting.



## MEETINGS & EVENTS

MEET US AT IBTM,  
STAND F100

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[atlantic-hotels.de/en](https://atlantic-hotels.de/en)



More than 120 modern and bright event rooms in central locations throughout Germany – now also in **Heidelberg** and from 2026/27 in **Erfurt and Frankfurt!**

We offer customised event planning and personal support during your meeting – and our sustainability strategy “Green to go”.

**ATLANTIC  
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## DESTINATIONS



### Serbia set to stage EXPO 2027

Serbia is gearing up to host EXPO 2027, a global event that unites countries to address pressing challenges facing humanity. It will be the first time the event has taken place in the Western Balkans.

EXPO 2027 is expected to attract over three million visitors and will run from May 15th to August 15th 2027. The theme "Play for Humanity: Sports and

Music for All," emphasises the vital role of play, sports, and music in the advancement of society.

The expo will feature a 25-hectare exhibition space where around 120 countries, international organisations, and companies can engage with the theme through various programs and activities.

- Stand G80



### Helsinki hailed as world's most Sustainable Travel Destination

Helsinki has been named the world's most sustainable destination by the latest Global Destination Sustainability (GDS) Index. The city is also committed to reducing emissions in all its activities with the goal of achieving carbon neutrality by 2030.

Investments are made in low-emission transport solutions: over 30 percent of the bus fleet in the Helsinki region has

been electrified, and over 18.6 miles of new tramways will be introduced over the next decade. The city measures the carbon footprint of tourism and supports tourism companies on the path of sustainable travelling. It is also interested in close collaboration with other tourist destinations on a national and international level.

- Stand H43



### Bristol developments aim to attract MICE business to the west of England

The Bristol area in the west of England is set to significantly increase its capacity for large-scale events as three major developments are due for completion over the next three years.

In North Bristol, the YTL Arena Bristol will offer a total 19,000 capacity when it opens in 2027. Its East Hangar will provide 6,000 sqm of pillar free floorspace and a 20m ceiling height, perfect for exhibitions and conferences.

Work on Bristol City football club's new Ashton Gate Sports and Convention Centre is underway next to the stadium. The development will offer 4,000 sqm and a 232-room hotel.

The region's Wake The Tiger amusement park meanwhile has opened its alternative world of Meridia and the OUTERverse attraction, offering an interactive space for receptions and networking.

In addition, Bristol's largest concert hall, Bristol Beacon, re-opened last year following a five-year, £131million refurbishment. Its Beacon Hall has a capacity for 2,000 and its Lantern Hall can cater for 500.

- Stand G50



### Germany is back!

The results of the "Meeting & Event Barometer 2023/2024" have confirmed that in Germany, both the number of business events and attendees continue to rise and are gradually approaching pre-Covid levels.

According to analyses by IPK International, the number of international business trips from Europe to Germany increased by 20 percent year-on-year from 9.2 million to 11.1 million, reaching 83 percent of the 2019 pre-Covid level.

Including overseas markets, the business travel segment grew by 23 percent to 13.5 million trips. Germany remained

by far the number one business travel destination for Europeans and, with growth of 20 percent compared to the previous year. It is further expanding its top position compared to the development of all international business trips from Europe to other countries.

Three quarters of providers (76%) rate the booking situation for the coming months as (very) good. In-person-only events are expected to grow in particular, as is the number of in-person attendees.

- Stands F70, F60, F100

# ORGANISE MEETINGS IN SPAIN?

JOIN US AS HOSTED BUYER IN OUR EXPERIENTIAL WORKSHOP

# MIS<sup>+</sup>

## INTERNATIONAL

### Live the experience!

MIS (Meeting & Incentive Summit) international edition is a workshop that connects meeting planners with Spanish destinations and suppliers. During 3 days and 2 nights, meet suppliers and enjoy local experiences and gastronomy and bring back useful contacts and unforgettable memories.

### 5TH EDITION

Autumn 2025 Spain



If you are active in the Spanish market, MIS International is not to be MISsed! I discovered a wonderful, new destination, met with quality vendors for my programmes.  
**Marcia Ives, The Netherlands (Buyer)**

I personally think that MIS International is one of the very sophisticated shows for the industry. Personal touch of the staff is a great part of this success.  
**Bora Ali Yazkan, Turkey (Buyer)**

It is evident that you have been working on these events for a long time; every detail you contributed made this event so successful.  
**Annika Trivino Calderon, Transvia Business (Supplier)**

MIS International is the perfect mix between business, networking & fun! It was such a great event to get to know all of the participants, explore the city, its traditions, and discover amazing venues!  
**María León, SB Hotels (Supplier)**

Join our hosted buyer programme:



[summit@eventoplus.com](mailto:summit@eventoplus.com)

See us at  
STAND C102

JOIN US TODAY FOR  
THE SPANISH MEETINGS  
INDUSTRY COCKTAIL!

Meet the who's who in the Spanish Meetings Industry and connect!  
Wednesday, November 20th,  
17:30h. Stand C102

#### COLLABORATORS

Catering from Michelin  
-starred restaurant:

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## Brazil sets new record for international visitors

Brazil has seen a growing number of international visitors this year. 4 million international tourists arrived in the country from January to July, 10.4% higher than that recorded in the same period in 2023 and 1.9% higher than that of the first seven months of 2019, before the Covid-19 pandemic.

Argentina remains Brazil's top source of tourists, with over 1.8 million, followed by the United States (668,400), Chile (458,500), Paraguay (424,400), and Uruguay (334,700).

The latest results of international tourism in Brazil add to other positive data. International tourists spent US\$4.323bn

in the Brazilian economy from January to July. This value is almost US\$1bn higher than that recorded in the same period for 2023.

The record inflow of foreign currency in tourism in July was US\$615m, the second highest value for the month since 2014, when Brazil hosted the World Cup.

Brazil's National Tourism Plan for 2024-2027 has set a target of 8.1 million foreign tourists annually and aims to generate US\$8.1 billion in tourism revenue. Based on current trends, Brazil expects to surpass 10 million international visitors within this period.

Stand M60



**Cambridge** hosted the International Neurotrauma Society (INTS) from September 2nd to 5th and brought 670 delegates from 45 different countries to the city. The conference's programme was preceded by a number of satellite symposium held the day before which brought more than 200 additional delegates to the city.

Stand G50

★ **Paris** hosted the quarter-finals and the semi-finals of the League of Legends 2024 World Championships in the Adidas Arena from October 17th to 24th.

Stand E70

★ Meeting organisers can enjoy exclusive discounts through the **Los Angeles Tourism & Convention Board's** new 'Now Playing' campaign. Running until June 2025, the initiative offers financial incentives and over 40 special hotel deals across LA, designed to enhance event experiences and attract major gatherings to the city.

Stand L90

★ **Turespaña**, the Spanish Tourist Board, will celebrate its fifth Turespaña Convention in Cáceres in October 2025. The annual event gathers Spanish tourism sector leaders to share market insights and align international tourism marketing strategies with Spain's regional destinations and business tourism sector.

Stand C40



**Berlin** celebrated the 35th anniversary of the fall of the Wall with numerous events and activities to mark the occasion. One of the highlights included a four-kilometre colourful presentation of thousands of posters, signs and banners along the former course of the Wall. Based on the central motto: Keep freedom high!, the posters combined the demands of east German protesters in autumn 1989 – such as freedom of expression, freedom of the press and freedom to travel – with present day desires and were created as part of workshops in schools, churches and local art groups.

Stand F70

## STAND EVENTS

Destinations presentations:  
10:30 ● 12:00 ● 14:30 ●

**A Discovery Journey of Event Services and Technologies for Your Next Event** (Stand P52) ●

**An Inspiring Journey Through Canada** (Stand L70) ● ●

**Antwerp, Where The City is Your Venue** (Stand G27) ● ●

**Canary Islands: Discover our islands** (Stand C90) ●

**Castilla y León: Wine and World Heritage Sites** (Stand C40) ●

**Catalonia, The Perfect Balance for Your Meetings & Events ● Hold Your Sports-Focused Events** ● (Stand C50)

**Croatia Experience** (Stand F25) ● ●

**Croeso i Gymru / Welcome to Wales** (Stand G10) ● ●

**Destination DC (Washington DC)** (Stand L107) ● ●

**Discover London** (Stand G30) ● ●

**Dubai as Your Business Events Destination** (Stand J60) ● ●

**Embratur, Brazilian Tourist Board** (Stand M60) ● ●

**Estonia – Small in Size, Big in Experiences** (Stand F10) ● ●

**Events In The Happiest Country In The World – Finland** (Stand H43) ● ●

**Experience Abu Dhabi** (Stand K70) ● ●

**Go Türkiye Destinations & Experiences** (Stand E50) ● ●

**Hello Ille Convention Bureau** (Stand E70) ● ●

**Hong Kong Tourism Board** (Stand K40) ● ●

**Introduction To MICE In Japan** (Stand J50) ● ●

**Jordan Tourism Board / Jordan Convention Bureau** (Stand H60) ● ●

**Just Add Hygge: A Comedian's Take On Denmark** (Stand H40) ● ●

**Macao & Hengqin** (Stand K30) ● ●

**Malaysia Convention & Exhibition Bureau** (Stand L30) ● ●

**Mallorca In The Middle of the Mediterranean** (Stand B20) ● ●

**Meet Budapest** (Stand G70) ● ● ●

**Meet Südtirol** (Stand D40, D50) ● ●

**MeetEngland destination presentation by Manchester Convention Bureau and Meet Bristol and Bath ● Liverpool Convention Bureau and Meet Devon** ● (Stand G50)

**Moroccan National Tourist Office** (Stand M40) ● ●

**National Tourism Development Agency "Lithuania Travel"** (Stand F20) ● ●

**Norway Kahoot Destination Presentation** (Stand H50) ● ●

**Nowhere Else But Brussels** (Stand G45) ● ● ●

**Paris Je t'aime** (Stand E70) ● ●

**Principality of Monaco: A Destination "Like Nowhere Else"** (Stand D100) ● ●

**Puglia MICE Fund: Incentive and Opportunities for the Meetings Industry** (Stand D40, D50) ● ●

**Qatar Tourism** (Stand K60) ● ● ●

**Romania – The MICE Destination to Add On Your List** (Stand B70) ● ● ●

**Serbia Unveiled: Expo 2027, Exhibitors and Sijivovica** (Stand G80) ● ● ●

**Singapore Tourism Board** (Stand K50) ● ● ●

**Slovakia MICE Destination Presentation** (Stand H105) ● ● ●

**Slovenian Convention Bureau** (Stand H90) ● ● ●

**South African Tourism** (Stand L40) ● ● ●

**Sri Lanka Convention Bureau** (Stand L29) ● ● ●

**Sweet treats with meaning: Meet Vollpension – a unique business in the field of social sustainability: #meetinaustria** (Stand G90) ● ●

**Thailand Convention & Exhibition Bureau** (Stand L50) ● ● ●

**The Faroe Islands Destination Presentation** (Stand H33) ● ● ●

**The Netherlands Destination Presentation** (Stand F55) ● ● ●

**Thessaloniki Convention Bureau & Region of Central Macedonia "Thessaloniki-Region Of Central Macedonia: An Ideal Congress Destination"** (Stand E40) ● ● ●

**Tourism Promotions Board Philippines** (Stand K23) ● ● ●

**Why Ireland ● Northern Ireland** ● (Stand F40)  
**Your Roadshow through Germany's MICE Hubs** (Stand F70) ● ● ●

**Hyatt Regency Tokyo** embarks on a stunning transformation – 12:00. Hyatt Hotels in Japan – 14:30 (Stand J35)

**Paradores, A Unique Experience.** 14:30 (Stand C40)

**MESA** is running a series of campfire sessions with insights into technology and what it can do to make eventos more successful (Stand P52)

**MPI** will reveal a teaser for their latest European Market Study, shedding light on the latest trends shaping the future of MICE. Speaker: Samantha Pérez, MICE logic (Stand P75)

# HAPPENINGS



**Norway** serves up an exquisite treat of *Multe Consomé* with cloudberryes by chef Bengt Sjöström. Cloudberryes are rare and precious, and are often called 'Arctic gold'.  
**Stand H50**



**Valencia** is back. After the floods last October, the city continues to offer the best gastronomy, a rich heritage culture and iconic architecture. Its meetings infrastructure is fully operational and as a sign of recovery, the famous Valencia Marathon will be held on December 1st, in honour of those affected. Tono Franco Martínez, Director of Visit Valencia, was present at the show with some members of the team. **Stand B50**



Kick off the morning with singing from the **Denmark** team, 09:45 every morning at **Stand H40**.



Treat yourself to an immersive experience: **Discover Portugal (Stand D60)** as a destination and check out **Europalco's services (Stand D90)**.

# LEIPZIG

## Convention Bureau

If you are looking for an attractive venue for your congress, conference or meeting, then Leipzig should be at the very top of your list. The city offers a unique and inspiring blend of business, science and vibrant culture. Find out more about the exciting opportunities Leipzig has to and meet us at stand F 60-14.

**#meetleipzig**



Foto: Philipp Kriecher

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[www.do-it-at-leipzig.com](http://www.do-it-at-leipzig.com)

## HOTELS & VENUES



### Massive expansion plan for Dubai Exhibition Centre

A AED10bn expansion plan has been approved for the Dubai Exhibition Centre (DEC) at Expo City Dubai as part of the Dubai 2040 Urban Master Plan.

Once completed, the DEC will become the largest purpose-built indoor events and exhibitions venue in the region.

The DEC master plan outlines the venue's expansion in three key phases to accommodate the increasing demand for large-scale venues. In Phase 1, due to be completed by 2026, the Dubai Exhibition Centre will feature 140,000 sqm of exhibition space, nearly two and a half times its current capacity of 58,000 sqm.

Phase 2, expected to be completed by 2028, will expand the total exhibition space to nearly 160,000 sqm, and the final phase, expected to be completed by 2031, will increase the total indoor exhibition space to 180,000 sqm, featuring 26 halls on a single level that spans 1.2 km. This will accommodate one mega event or up to 20 simultaneous smaller events. The final phase will include a 300+ key hotel, retail outlets, commercial offices, and an industrial kitchen for fully integrated operations.

Stand J60



**Sokos Hotels** opened the Solo Sokos Hotel Pier 4 in August in a new wooden landmark building in Helsinki. The 164-room hotel, housed in the Katajanokan Laituri building, is carbon neutral and uses energy solely from renewable sources. It has conference facilities, a seaside café and a rooftop terrace with views over the Market Square and South Harbour. The hotel's restaurant Harbore is led by Sauli Kempainen, a Finnish Michelin-starred chef. Each dish at Harbore consists of only two main ingredients prepared in various ways, such as reindeer and onion, with Finnish and Nordic produce accounting for up to 85% of all ingredients used.

Stand H43



The **QEII Centre** in London has been selected to host one of the UK's largest sustainability conferences, Sustainability LIVE Net Zero, in March 2025, marking its second consecutive year at the venue. This year's two-day event was held in April welcomed 1,320 attendees and featured more than 60 high-profile speakers.

Stand G30



**Excel London** has acquired BDCG Holdings Company, the owner of the Business Design Centre (BDC) in Islington, London. Originally the Royal Agricultural Hall dating back to 1862, BDC offers 6,000 sqm of event and conference space and over 12,500 sqm for showrooms, offices and serviced offices. It will become the fourth venue under the ADNEC Group's umbrella, which includes ADNEC Centre Abu Dhabi, ADNEC Centre Al Ain and Excel London.

Stand G30



The International Convention Centre Sydney (**ICC Sydney**) and Business Events Sydney (**BESydney**) are collaborating to strengthen connections between meeting organisers and local talent. During a special roundtable event at SXSW Sydney from held October 14th to 20th, industry representatives from BESydney, Sydney Startup Hub, UTS Startups, Investment NSW's Tech Central, and the Tech Council of Australia convened to discuss how ICC Sydney's Legacy Programme can foster partnerships that drive collaboration and innovation.

Stand L14



Maritim Airport Hotel Hannover in Germany, has expanded its electric vehicle charging stations from five to 26 as part of a nationwide initiative across the **Maritim Hotel** portfolio. The charging points are available for hotel guests and Hannover-Langenhagen Airport visitors.

Stand F70



By mid-2024, **The Mulia, Mulia Resort & Villas – Nusa Dua, Bali**, reduced waste sent to landfills by 97.5%. This achievement builds on previous years, with a reduction of over 95% in 2023 and 94% in 2022. The hotel drives sustainability through comprehensive efforts across all areas of operation, recycling, reusing, and composting materials from paper, glass, metal, tin, plastic, and rubber waste. This approach minimises waste and creates a sustainable environment for guests and the local community.

**Stand L28**



The **Hotel Adlon Kempinski** in Berlin, Germany, has unveiled a luxurious 900 sqm basement wellness area with a black-tiled swimming pool designed to look like the evening sea. Amenities include a fireplace lounge, relaxation spaces, whirlpool, sauna, ice waterfall, ice plunge pool, experience showers, and a gym.

**Stand F70**



### Opening Soon, Awaiting Your Arrival CNCC II with Endless Meeting Possibilities in 2025

China National Convention Center Phase II (CNCC II), a composite complex constructed in accordance with international standards, is planning to officially open in 2025. Located in Beijing, the capital of China, CNCC II covers an area of 780,000 sqm and is designed by Pritzker Prize winner Christian de Pazanbak. Visitors will not only see flexible, diverse modern conference venue, smart retractable roof designs, but also experience the elegance and romance of Chinese architecture and gardens. From the Convention Center to the supporting buildings that gather hotels, retail, and office buildings, CNCC II will provide one-stop and standardized butler level operation service system and intelligent support for the entire process of MICE events based on professional, efficient, and intelligent operation and management concepts. At the same time, as the world's largest single building that meets the "LEED V3 platinum standard", CNCC II will contribute to the practice of green exhibitions.

In December 2024, CNCC II will make its global debut and welcome its first large-scale international event - the ICCA Global Venue Experts Forum.

CNCC II sincerely invites guests from all over the world to Beijing and find endless meeting possibilities.

#### Inclusive conference and event spaces

- CNCC II-Convention Center can accommodate 30-50,000 people for events
- 44 conference rooms ranging from 100 to 2,000 sqm, offering 65 different spatial combinations
- A rooftop garden of nearly 10,000 sqm, capable of hosting Chinese and Western styles cultural activities

#### Convenient and efficient transportation network

- 2 subway lines directly reach the venue;
- 4 major high-speed rail stations are accessible within 40 minutes, and 2 international airports connect to the world.

#### Location

L20 Beijing Municipal Commission of Tourism Development

#### Contact CNCC II

Address: Tianchen East Road, Chaoyang District, Beijing, China  
E-mailbox: sales@bcjt.com.cn  
Reservation: +86 010-89650888/899

# MEETINGS LEADERSHIP NETWORK 2024

On Monday evening, November 19th, the Meetings Leadership Network event was held on the rooftop of Torre Melina, a Gran Meliá Hotel, to celebrate achievement, innovation, and collaboration in the business events industry. Our congratulations to the award winners!



Winners of IAPCO Collaboration Award: Interplan Congress Management, Congress Center Leipzig



Winner of JMIC Profile + Power Award: Sonia Serrcarbassa, Director, Catalunya Convention Bureau



Winner of ICCA Community Impact Award: Vanessa Reis, Head of Zurich Tourism Convention Bureau



Photos: Eduard Hill Photography



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A Beacon for Global Collaborations



**Venue**

No.1 convention venue  
in Japan.



**Accessibility**

Less than 30 min. from  
the nearest international airport.



**Accommodation**

More than 18,000 rooms  
in the city.

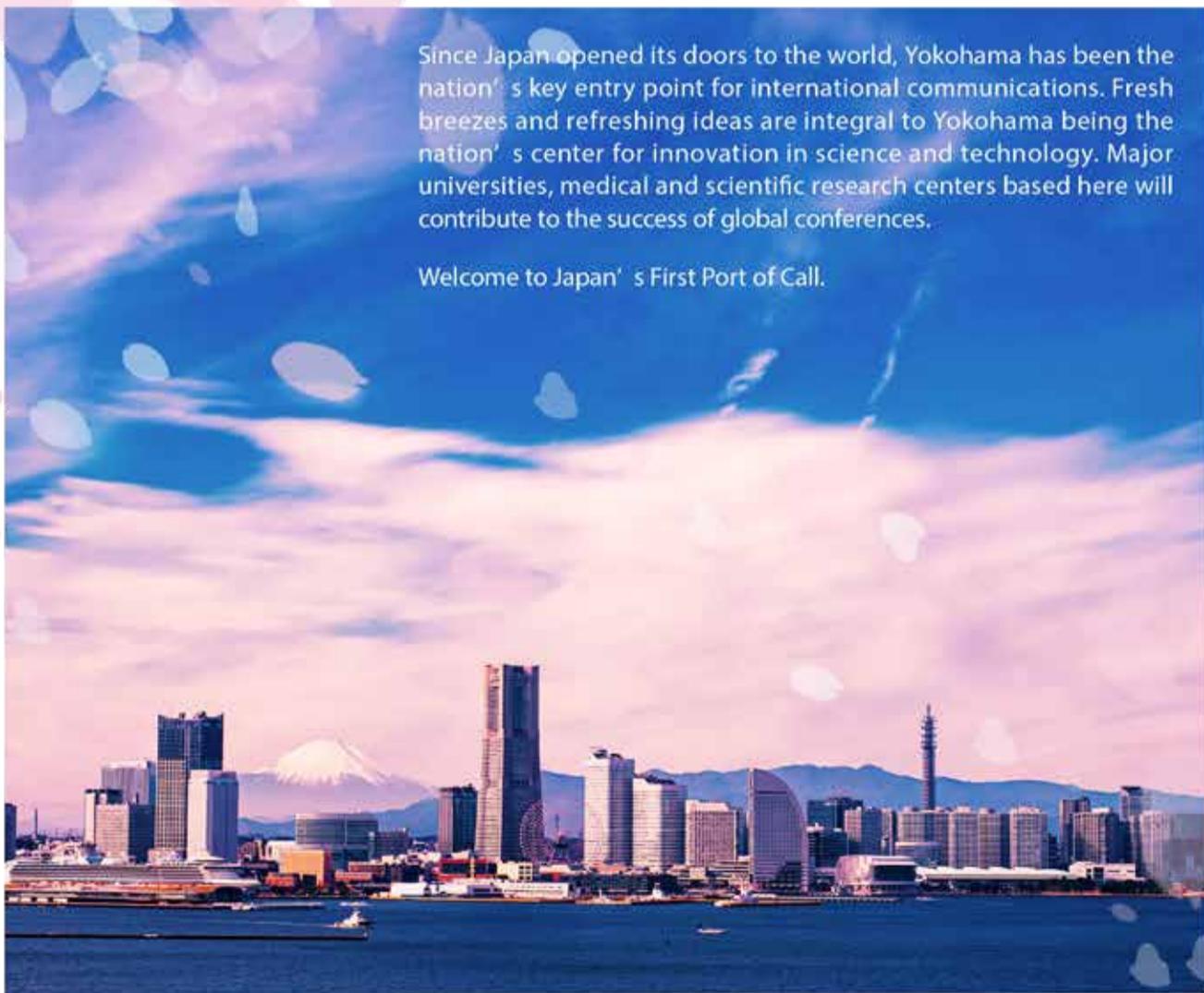


**All-in-one Convention Area**

A variety of hotels, shopping  
opportunity, and restaurants  
within walking distance  
from the venue.

Since Japan opened its doors to the world, Yokohama has been the nation's key entry point for international communications. Fresh breezes and refreshing ideas are integral to Yokohama being the nation's center for innovation in science and technology. Major universities, medical and scientific research centers based here will contribute to the success of global conferences.

Welcome to Japan's First Port of Call.



**JAPAN STAND J50**

**Yokohama City Visitors Bureau**

[business.yokohamajapan.com/mice/en/](http://business.yokohamajapan.com/mice/en/) [mice@ycvb.or.jp](mailto:mice@ycvb.or.jp)

**ibtm**<sup>®</sup> WORLD  
BARCELONA, SPAIN  
19-21 Nov 2024

# PEOPLE POWER POTENTIAL



New podcast host  
**Shonali Devereaux**

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NEW IN   
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**New episodes coming up soon.**



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In the business of  
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## TODAY'S PROGRAMME

■ **INSIGHT** - includes content on industry trends, global challenges and insight into how to overcome these challenges

■ **INNOVATION** - includes all sessions on future thinking technology, products, and services and what's new in the industry

■ **EXPERIENCE DESIGN** - content around event design strategies, storytelling and what's next for human experience

■ **SOCIAL RESPONSIBILITY** - includes important sessions around sustainability, accessibility, D&I and wellbeing and how to drive positive social impact

■ **MARKETING** - content focusing on brand building, event growth, new audiences and strategy

■ **CAREERS** - content that explores future skills and career development tips for all event professionals

■ **ADVOCACY** - includes sessions about the legacy and impact the industry is making

09:15 – 09:45

**The Power of Human Connection**  
Simone Heng, Human Connection Specialist and Award-Winning Author  
**IBTM Main Stage**

■ 10:00 – 10:20

**Enhance the Value of Your Event Through Strategic Impact Planning and Collaboration**  
Ulrika Scoliège, Senior Project Manager, Göteborg & Co, Gothenburg Convention Bureau; Katarina Thorstensson, Head of Sustainability, Göteborg & Co  
**Impact Stage**

■ 10:00 - 10:45

**From Spectator to Creator – How to Design Engaging Meetings**  
Bo Krüger, Speaker, Moderator and Meeting Designer, Moving Minds  
**Workplace Revolution**

■ 10:00 – 10:40

**The Power of Influence**  
Gordon Glenister, Global Head of Influencer Marketing, Branded Content Marketing Association and Membership World; Suze Renner, Founder & Managing Editor, Luxury Columnist; Elena Clowes, Creative Director, Sonder Experiential; Adam Strawford, Head of Scripted Production, 1PLUS1  
**IBTM Main Stage**

■ 10:30 – 10:50

**The Values of Bringing Together Meetings & Sports: Catalonia's Success Story**  
Albert Bonjoch, Brand Manager, Catalunya Convention Bureau  
**Impact Stage**

■ 10:50 – 11:20

**Behavioural Psychology and How It Impacts People and Events**  
Jules Griffith, Director of Sales & Marketing, mccglc; Ele Mather, Senior Manager, Creative Experiences, PwC  
**IBTM Main Stage**

■ 11:00 – 11:45

**Addressing the Language of Accessibility: An Open Session**  
Dr Shani Dhanda, Disability Inclusion & Accessibility Specialist, Social Entrepreneur, Broadcaster, Innovating Inclusion  
**Workplace Revolution**

■ 11:00 – 11:20

**Intentional Incentive Travel: Experiences that Matter, Itineraries that Work**  
Mark Zanetti, Client Engagement Manager, Destination Canada; Maria Tsierkezos, Director of Client Engagement & Growth, Nteractive; Benoit Cavard, Vice President of Global Sales, Global DMC Partners; Agnieszka Majkowska, Agent Experience Director, Prudential Polska  
**Impact Stage**

■ 11:30 – 12:00

**Storytelling is Big Business: Taking Inspiration from Immersive Theatre**  
James Seager, Co-Founder & Creative Director, Les Enfants Terribles; Oliver Lansley, CO-Founder & Artistic Director, Les Enfants Terribles  
**IBTM Main Stage**

■ 11:30 – 11:50

**Unleash the Positive Potential: Creating Legacy-Stories by Using the Power of Local Networks**  
Marco Oelschlegel, Director Conventions, visitBerlin – Berlin Convention Office  
**Impact Stage**

■ 12:00 – 12:20

**Dare to Drive Change: A Case Study in Waste Reduction**  
Malin Erlandsson, Director Congress & Events, The Swedish Exhibition & Congress Centre; Nicklas Höljer, Head of Logistics & Production, The Swedish Exhibition & Congress Centre  
**Impact Stage**

■ 12:15 – 12:45

**The Gravity of Life – How to Grow from Adversity, Stress an Uncertainty**  
Bo Krüger, Speaker, Moderator and Meeting Designer, Moving Minds  
**IBTM Main Stage**

■ 12:30 – 12:50

**Meeting for Good**  
Cat O'Donovan, Corporate Responsibility - EMEAA, IHG Hotels & Resorts  
**Impact Stage**

■ 13:00 – 13:20

**Carrots and Sticks: The Future of Food Sustainability in Events**  
Guy Bigwood, CEO and Chief Changemaker, Global Destination Sustainability Movement  
**Impact Stage**

■ 13:00 – 13:15

**Opening of Exceptional Experiences Forum**



Charlotte Williams, Founder, The Thought Partnership  
**IBTM Main Stage**

■ 13:15 - 13:30

**Women's Football: How Three has Leveraged their Sponsorship of Chelsea FC to Make a Real Difference**  
Nicole Pacitti, Sponsorship and Brand Activation Specialist, Three UK  
**Main Stage**

■ 13:15 – 13:45

**Workshop: How to Incorporate DEI into your event RFP?**  
Monica Molina, DEI, Accessibility & Sustainability Consultant, DEI Consultoria  
**Workshop Revolution**

■ 13:30 – 13:50

**Creating Experiences to Ignite Fandom**  
  
Jameka Pankey, Head of Experiences for Artist, Amazon Music  
**IBTM Main Stage**

■ 13:30 - 13:50

**Singapore's MICE Sustainability Roadmap**  
Mohamed Firhan Abdul Salam, Deputy Director, Conventions, Singapore Tourism Board  
**Impact Stage**

■ 13:50 – 14:20

**Cre-AI-tivity As The New Events Game-changer: feel the fear, but do it anyway and see the results**



Banu Kannu, The Thought Partnership and Uncommon Conferences; Paula Medeiros, Global Media Project Manager, Palo Alto Networks  
**IBTM Main Stage**

■ 14:00 – 14:30

**“AITA?”: Incentive Travel Edition**  
Sydney Nolan, Global Account Director, SoolNua; Eda Ozden Gunyuz, Managing Director, MEP DMC; Jack Owens, Director of Business Development, Horizon by Tour Partner Group; Freddy Muller, Associate VP, Corporate Meetings & Incentives, Royal Caribbean International; Anthony Kelly, Managing Director, Measurable Marketing Consultancy; Anne Marie Rodgers, Director, Meetings, Incentives & Events, Direct Travel Meetings & Events  
**Workplace Revolution**

■ 14:00 – 14:20

**The Future of Event Venues**  
Julius Solaris, Founder, Boldpush; Alex Alexandrov, CEO, Momentus Technologies  
**Impact Stage**

■ 14:20 – 14:50

**Making the Business Case for Face to Face: How to Get More Investment for Events**



Lizzy Dale, Vice President, Marketing & Partnership, WPP; Alia Aljunied, Founder and Executive Director, AYN Studios; Josephine Andrews, Co-Founder & CMO, The Thought Partnership  
**IBTM Main Stage**

■ 14:30 – 14:50

**Unlocking the Power of Congress Legacy: A Case Study from Helsinki**  
Paula Blomster, Conference Manager, Helsinki Expo and Convention Centre (Messukeskus)  
**Impact Stage**

■ 14:45 – 15:15

**Ask The Experts: Meet and Greet with the Creative Producers from Les Enfants Terribles**  
James Seager, Co-Founder & Creative Director, Les Enfants Terribles; Oliver Lansley, CO-Founder & Artistic Director, Les Enfants Terribles  
**Workplace Revolution**

■ 14:50 – 15:30

**Events as the Ultimate Value Driver for Brands, Agencies and Audiences**



Kate Chapman-Payling, UK Events Producer, Microsoft; Ian Cummings, CEO, Nteractive; Bob Neville, Former New Balance, Clarks and Adidas, Global Head of Retail and Retail Designer  
**IBTM Main Stage**

■ 15:00 – 15:20

**Winning in Europe: How to Drive Impact with Field Events**  
Jamie Vaughan Vice President of European Sales, Cvent; David Morgan, Senior Marketing Manager, Cvent  
**Impact Stage**

■ 15:30 – 16:10

**Audience – First Every Time: Attracting People to your Events by Listening to Them All the Time**



Jesse Gainer, VP Growth & Partnership, C2; Adam Walden, VP Brand & Corporate Marketing, GitHub  
**IBTM Main Stage**

■ 15:30 – 15:50

**Leveraging LinkedIn for Event Growth**  
Julius Solaris, Founder, Boldpush; Elinor Honigstein, Community and Business Development Strategist  
**Impact Stage**

■ 15:30 – 16:10

**Redefining Events in 2025: Impactful and Regenerative MICE Strategies**  
Guy Bigwood, CEO and Chief Changemaker, Global Destination Sustainability Movement  
**Workplace Revolution**

■ 16:00 – 16:20

**China MICE Market – How to Attract the World's Largest Business Travel Market**  
Marcus Lee, Chairman, International China Investment Forum  
**Impact Stage**

■ 16:10 – 17:00

**Building and Expanding a World-Class Event Brand – What Differentiates Good from Great?**



Jimmy Knowles, Global Head of Experiential, Canva; Madolyn Grove, Creator Community Tik Tok; Isobel Gordon, Senior Lead Events, EMEA, On, Sarah Beattie, CMO, Six Nations Rugby  
**IBTM Main Stage**

■ 16:20 – 17:00

**BEFuture: Accelerating Transformation of the Business Events**  
Miriam Pijuan, BEFuture technical coordinator, Catalunya Convention Bureau / BEFuture  
**Workplace Revolution**

■ 16:30 – 16:50

**Meet South Africa's Unique Diverse Business Events Products**  
Phetheni Mbonambi, Director, Syavaya Corporate Travel  
**Impact Stage**

## NETWORKING HOUR

**Grupo eventoplus:** “The Spanish MICE Meeting Point” Cocktail

Come and meet the Spanish MICE industry at our “Meeting Point” cocktail. Delight your tastebuds our Michelin star menu by Xerta Barcelona, paired with Spanish wine from Abadal and connect with other meetings professionals. 17:30 (Stand C102)

Happy Hour – Join Us for a **Taste of Hungary**. 17:00 - 18:00 (Stand G70)

**Brazil Caipirinha Happy Hour**. 18:00 (Stand M60)

**Norway DJ Party**. 18:00 Stand H50

**Brussel – Party Networking Hour** 18:00 (Stand G45)

\*Social Responsibility sessions are sponsored by IHG

\*\*Programme is correct at time of print

# WELCOME PARTY



**@FinlandFCB**  
 The happy #Moomin stand assistants are ready for #IBTMWorld. See you soon on the #Finland stand H43.  
**#FinlandCVB #happiness #IBTM @IBTMevents**



**@citydna\_eu** A full room of CVB professionals gathered in Barcelona last night to share insights on Legacy, AI & Data, Sustainability, CVB Structures, and more during the #CityDNACVBCafé. Inspiring discussions ahead of #IBTMWorld!  
**#CityDNA #MeetingIndustry #NetworkingEvent #EventProfs**



**@BarcelonaInfoEN**  
 Today, the IBTM World, the most important trade fair for business tourism, opens at @Fira\_Barcelona. Celebrating 20 years with BCN as its host city. BCN consolidates its position as a leading destination for MICE tourism.

**@MeetInWales**  
**#EventProfs** we are excited to be back at IBTM World sharing the stand with our **#TeamWales** partners. Pop over to G10 to say Hello / Shwmae for a friendly and warm Welsh welcome **#MeetInWales #YourNextBestDestination**



**@MyCEB**  
 Day 1 at IBTM World Barcelona! Malaysia Convention & Exhibition Bureau (MyCEB) is back at IBTM World Barcelona for the 9th consecutive year, proudly showcasing Malaysia's vibrant potential as Asia's leading destination for business events.



**@PolandCvB**  
 Good morning, Barcelona! Poland is ready to welcome you at stand H100 at IBTM World. Come discover what we have to offer! **#IBTMWorld #Poland #polandcvb #ibtmworld2024 @IBTMevents**

### Opening Times

**Wednesday**, November 20th:  
08:45 – 18:00

**Thursday**, November 21st:  
08:45 – 17:00

### Impact Stage

A showcase of the latest, best-in class solutions. Hear about the exciting work the industry is doing across social responsibility, marketing, experience design and more.

### Main Stage

In the landscape of inflation, lack of resources, geopolitical upheaval, supply chain issues, and more, how has this affected the talent and how we run events in 2025. Reignite your passion for experiences through inspiration and debate, as leaders tackle key challenges.

### Workplace Revolution

Join speakers from the main stage to further dissect topics and make meaningful connections with your peers through shared experiences and problem solving.

### ReFuel

Burnout is the new epidemic. Whilst stress isn't a new topic for event planners, we're now working with a backdrop of new challenges. Take time out from your busy diary to ReFuel through a programme of mindfulness and self-care (Stand A15).

### Access

The venue is completely accessible to wheelchair users with the entrances having unobstructed access. All toilets in the exhibition are wheelchair accessible. Mobility scooters are available from the Bus Station in Hall 1.

### Cloakroom

The Hosted Buyer cloakroom is located near the Hosted Buyer coach arrivals, at the north entrance of Hall 3. The cloakroom for visitors and exhibitors is located in CC1.1. This is on level 1 above Acceso Sud.

### Destination Presentations

Visit exhibitor stands and discover their unique destinations. Presentations take place at 10:30, 12:00 and 14:30 each day.

### First Aid

The First Aid point is located behind stand K100. If the First Aid point cannot be reached, please contact a member of staff who will direct the medic to the incident.

### New this year: Collect.

Do you want to collect exhibitor information? Using your smartphone, scan this QR code to get started and follow the simple steps. You'll see every Collect QR Code on stand at the show.



### Hosted Buyer Service Desk

If you are a Hosted Buyer and have any queries, please visit this desk by the escalators and the team will be happy to help you (Stand H10).

### IBTM World Mobile App

Download the app from the App Store, the Google Play Store, or [www.ibtmworld.com/app](http://www.ibtmworld.com/app) to see event schedules, maps, diary appointments, and much more.



### Information Desk

The information desk is located at the bottom of the escalator as you enter the exhibition in Hall 3 (Stand H55).

### Networking Events

It's not all work and no play. Come along to our networking events and connect with the industry in a relaxed environment. Strengthen existing relationships and meet with new contacts, friends and colleagues.

### Networking Hour:

Date: Wednesday, November 20th  
Time: 18:00 – 19:00  
Venue: IBTM World Show Floor

### Club Night

Date: Wednesday 20 November  
Time: 22:00 – 01:00  
Venue: Opium

### Organiser's Office

Located in the Europa Suite. The team will be available to help exhibitors and contractors with enquiries.



↓ ..... ↓  
**Download IBTM World Show Daily**

### Show Daily

IBTM World newspaper is produced and published daily by our media partner, Grupo eventoplus. Make sure you pick up your copy every day from either the entrances, Hosted Buyer lounges, or at the Show Daily office in the Media Centre.

### Hosted Buyer Shuttle Bus Service sponsored by



### Hosted Buyer Transfer

#### Venue and Airport

**Wednesday, November 20th**

No shuttle

**Thursday, November 21st**

14:00 - 18:00 (Venue to Airport)

**Friday November 22nd** - If you have

been hosted by IBTM World for the night of Thursday, November 21st, please go to the Hosted Buyer Support Desk on Thursday before 2 PM to confirm and request your complimentary transfer for Friday.

### Hosted Buyer Transfer

#### Official Hotel to Venue

**Departing Wednesday & Thursday, morning at 08:00 & 08:45\*.**

Transfer times will also be displayed in the hotel reception. Look out for the IBTM World signage or ask a member of the team.

\* The departure time between each hotel may vary. Check the Hosted Buyers Welcome Pack and hotel signage for the exact transfer timings.

### Hosted Buyer Transfer

#### Venue to Official Hotels

**Wednesday, November 20th**

17:00 to 19:00

**Thursday, November 21st**

16:00 to 18:00

### Wi-Fi

Complimentary Wi-Fi is available at the venue.

Wi-Fi Network names

#IBTM\_Free\_5GHz

#IBTM\_Free\_2.4GHz

No password required



Stand C102

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# Experience the Marine Leisure City of Busan at HAEVENUE!

Play. Work. Live  
**BUSAN**  
Bn2Vn

bto **BUSAN**  
TOURISM ORGANIZATION

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www.korea.com

The marine leisure city of Busan is home to HAEVENUE, a MICE industry hub that features a variety of integrated facilities and tourist attractions.

An International Conference Complex Zone, HAEVENUE covers an area of approximately 2.39 million square meters. With international conference facilities, accommodations, shopping, entertainment, and various transportation options, the area offers a convenient experience for MICE visitors.

BEXCO, Busan's iconic convention center, serves as the core infrastructure of HAEVENUE. With its unique operational strategy and years of successfully hosting major international events, BEXCO is the ideal venue for business events of all types. It offers a diverse range of facilities to choose from, including 22 convention halls, 62 meeting rooms, and an auditorium with a capacity of 4,000 people. In addition, plans are underway to expand the center with a third exhibition hall. On the first floor of the BEXCO Auditorium,

you will find the Busan MICE Information Center, in which MICE tourism information and business lounge services are offered.

Shinsegae Department Store Centum City and Lotte Department Store Centum City are world-renowned shopping destinations and hot spots within HAEVENUE. Right across from them lies the Busan Cinema Center, the main venue for the Busan International Film Festival, which is capable of hosting outdoor screenings and large-scale events.



©Busan Tourism Organization



©Busan Tourism Organization

The five-star hotels within HAEVENUE are well-known for their luxurious services, beautiful views, and links to transportation services, offering unmatched satisfaction to MICE visitors.

The beautiful sea surrounding HAEVENUE gives visitors the chance to enjoy new experiences through various activities, such as surfing at Songjeong or SUP sports at Gwangalli. It's a place where visitors can enjoy diverse marine programs in unique ways.

Amidst the intensifying international competition to attract major conferences and events, Busan is striving to strengthen its position as a leading MICE city through HAEVENUE. Through this initiative, Busan is developing joint event-attraction marketing strategies and a win-win collaboration system to enhance the strong connectivity within the complex. The city is promoting the HAEVENUE brand through unique design and storytelling initiatives, as it works to foster Busan's competitiveness in attracting events.

HAEVENUE offers a departure from the formality of the MICE industry, as a segment of the business world. It is the face of Busan - one that reflects the energy and adventurous spirit visitors will find when they arrive at the marine leisure city. We invite you to experience the MICE tour at HAEVENUE, in the marine leisure city of Busan, where vibrant business, dynamic experiences, and relaxing leisure converge.

STAND J25



Play. Work. Live

**BUSAN**

Play. Work. Live  
**BUSAN**  
Bn2Vn

| Busan Convention Bureau | [bto.or.kr/cvbeng](http://bto.or.kr/cvbeng) | [holadoa@bto.or.kr](mailto:holadoa@bto.or.kr)





# Support Services: Giving You All the Eventing Support You Need

The South Africa National Convention Bureau's (SANCB's) support services will provide you with professional guidance and invaluable help in all areas of hosting and organising a successful business event in South Africa.

## Support services include:

**Bidding Support:** Our team can help you collect the data you need to present a thorough and persuasive feasible bid plan.

**Site Inspection Support:** The South Africa National Convention Bureau (SANCB) will help you every step of the way when it comes to inspecting the site so that it meets your unique needs.

**Convention Planning Support:** Once the event is booked, our SANCB team assists you with all the finer details needed to make your event a resounding success.

**Delegate Boosting Support:** The SANCB team can help you create delegate-boosting programmes that use cutting-edge digital marketing and experiential activations to draw potential attendees to your business event.

**Onsite Services:** We ensure all onsite elements are present, pre- and post-event to bolster your event in true South African style.

These are just a few of the key areas that the SANCB offers you to help support your eventing needs.

To find out more, make sure you don't miss this valuable opportunity and visit us at our South African Tourism stand.

Stand No. L40

Date: 19-21 November 2024

Let's meet in South Africa.

Arrive Inspired. Leave Connected.

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