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• Early 90’s

Same representation in the US - MCI
Marketing Challenges International

Sales Trips
Lead tracking
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• Built up personal relationship

  – Airy Garrigosa – Director Barcelona Convention Bureau
  – Christian Mutschlechner – Director Vienna Convention Bureau

  – Both speakers at ECM Summer School
  – Both active in Cat. D (at that time) ICCA
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- Late 90’s

AC = Association Conference (some say Airy & Christian)

City hotel agreement developed parallel
- Presentation at ICCA Congress 1999 in Lisbon
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- 2001 - 2010

  Intensify joint Marketing

  - Europe – rejected by Barcelona suppliers
  - Overseas – cooperation started
    2006 China – CIBTM
    2010 India – Sales Trips, Workshop Participation
CIBTM Beijing 2014

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• 2011 –

Joint Exhibition Booth at AIBTM-USA

Still joint Sales Trips in the USA
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2012 – Coopetition as “brand” starts

Change in leadership at Barcelona Convention Bureau
Christoph Tessmar – new CEO

Immediate cooperation, exchange and starting intensifying cooperation

Coopetition Model has been created
AIBTM Orlando 2014 – Innovation Award Runner Up
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2012 - The move to common Bids

UEG Week 14,000 participants
The door opener for joint bids

Vienna 2014, Barcelona 2015, Vienna 2016, Barcelona 2017,
Vienna 2018, Barcelona 2019
Decision Autumn 2013
Transparency, Confidence
Joint Client Visits
Joint bookings
Joint PR

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2012 - The move to common Bids

Creation of City Triangles

Barcelona Convention Bureau – CCIB – Fiera Gran Via

Vienna Convention Bureau – Austria Center Vienna – Messe Wien
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2012 - The move to common Bids

Eur. Fed. Of Nat. Associations of Orthopaedics and Traumatology
EFORT 6000 participants
Decision May 2013

2017 Vienna 2018 Barcelona
2019 open
2020 Vienna 2021 Barcelona
2022 open

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2012 - The move to common Bids

Eur. Ass. of Nuclear Medicine (EANM) 5,000 participants
Decision end of 2014

2016 Barcelona 2017 Vienna
2018 open
2019 Barcelona 2020 Vienna
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2012 - The move to common Bids

Eur. Medical Association 5,000 participants
Decision autumn 2015

2017 Vienna 2018 Barcelona
2019 open
2020 Vienna 2021 Barcelona
2022 open
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2012 - The move to common Bids

N.N. Association 6,000 participants

Decision expected April 2016

...and some more in the pipeline...
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Summary of Coopetition

Joint Marketing outside Europe
USA – India – China – Hongkong – Singapore

Joint Sales Visits to Association Headquarters

Joint Study Groups

Joint Bids

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What are the success ingredients:

Similar infrastructure – different location
Same quality level of Convention Bureau

It’s a question of
  - trust
  - friendship
  - exchange and “chemistry” beyond business
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What are the success ingredients:

No contract, no contractual funds

Teams are part of the decision and work together

There is no timeline

BUT
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No money involved

Our teams are part of the decision

There is no timeline

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It is all about people!

It’s all about our staff!

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Coopetition at its best!

Thank you for your attention!