Partnering for success

Regional insights into the global association meetings market
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INTRODUCTION

One of ICCA’s five strategic goals is to develop “closer interaction with the association community”. In order to support our ever-increasing activities with this globally valuable and highly-influential sector, in 2016 we launched the Association Relations Partners programme, a collaborative initiative designed to help us deliver an ambitious portfolio of new activities and online services that serve to strengthen our relationship with international associations, including hosting some of their top executives and meeting directors at our annual ICCA Congress. At the same time, this partnership model allows ICCA Members in all regions worldwide to strengthen their own ties and increase their profile with the international association community.

This publication is just one of many additional resources for the association community, which would not have been possible without the support and contributions of our Association Relations Partners.

We would therefore like to thank all our partners:

Abu Dhabi Convention Bureau | www.visitabudhabi.ae
This is Athens-Convention & Visitors Bureau | www.athenscvb.gr
Bahrain Tourism & Exhibitions Authority | www.btea.bh
visit.brussels | www.visit.brussels
Dubai Business Events | www.dubaibusinessevents.com
ExpoForum Convention & Exhibition Centre | www.expoforum.ru
FIEXPO - Latin America | www.fiexpo-latam.com
VISITFLANDERS Convention Bureau | www.meetinflanders.com
Istanbul Convention & Visitors Bureau | www.icvb.org
Jordan Convention Bureau | www.visitjordan.com
Ljubljana Tourism / Ljubljana Convention Bureau | www.meetinljubljana.com
Macao Trade and Investment Promotion Institute | www.ipim.gov.mo
Marina Bay Sands Singapore | www.marinabayssands.com
Monaco Convention Bureau | www.monaconventionbureau.com
Tourism New Zealand | www.businessevents.newzealand.com
Oman Convention Bureau / Oman Convention and Exhibition Centre | www.omanconversion.com
Tourism Promotions Board (TPB) Philippines | www.tpb.gov.ph
Ras Al Khaimah Tourism Development Authority | www.raktda.com
Riyadh International Convention & Exhibition Centre (Saudi Arabia) | www.ricec.com.sa
VisitScotland Business Events | www.businessevents.visitscotland.com
Qatar National Tourism Council | www.visitqatar.qa

WHAT IS ICCA?

Shaping the future and value of international association meetings

ICCA (the International Congress and Convention Association) is the global community and knowledge hub for the international association meetings industry. Since its establishment in 1963, ICCA has been dedicated to building one single area of expertise: international association meetings. ICCA’s founders were a small, visionary group of travel agency friends based across four continents, who saw the potential of internationally-rotating medical association meetings, and consequently set up systems to share information about these meetings and to introduce their clients to trustworthy contacts in countries where they may not have yet established a local network. These principles of sharing knowledge and building trust between suppliers and international associations continue to be the foundation stones of ICCA today.

ICCA now represents over 1,100 companies and organisations in almost 100 countries worldwide, representing all services within the meetings industry. We are headquartered in Amsterdam and operate five Regional Offices in Africa, Asia-Pacific, the Middle East, North America and Latin America. International association executives can rely on the ICCA network to find solutions for all their event objectives, including but limited to: venue selection; technical advice; assistance with delegate transportation; full convention planning and ad hoc services. ICCA Members represent the top destinations worldwide, and the most experienced specialist suppliers.
ICCA ASSOCIATION RELATIONS PARTNERS

ARP SINCE 2016

FIEXPO Latin America
Macao Trade and Investment Promotion Institute
Monaco Convention Bureau
100% Pure New Zealand

ARP SINCE 2017

TPB PHL
Visit Scotland / Alba Business Events

ARP SINCE 2018

Abu Dhabi
Ours Yours.
Visit Brussels
Dubai
Flanders State of the Art
Istanbul Convention Bureau
Visit Korea
Oman Convention & Exhibition Centre
Qatar Curated For You

ARP SINCE 2019

This is Athens Convention & Visitors Bureau
EXPOFORUM
LJubljana Tourism
Marina Bay Sands Singapore
RICEC
Ras Al Khaimah Tourism Development Authority

ICCA | Partnering for success
We offer a range of unique opportunities to help associations organise quality meetings and stay ahead in our rapidly-evolving industry.

**ICCA Association Portal**

Developed specially to meet the needs of Association Executives, the ICCA Association Portal is an online platform providing a safe environment for associations to find advice and resources about planning world-class international association meetings.

When you register, you become a Verified Association and receive free access to the Portal’s wide range of benefits. If your meeting adheres to our criteria – namely, it rotates between at least 3 countries, occurs on a regular basis, and attracts a minimum of 50 participants – then you can apply to join the Association Portal.

**The Association Portal** offers the following free-of-charge services:

- **Contact with other association executives**
  
  Do you want unbiased advice at first hand? ICCA can put you in touch with other association executives who have organised their annual congress in a destination you are planning to go to. Just let us know what your criteria are in terms of destination, size of meeting and/or subject/branch and we will forward you the matching contacts.

- **ICCA Meetings Resource Publications**
  
  ICCA has produced a set of publications to help Association Executives in running successful events. The publications are available online in PDF format and at major tradeshows as printed publications:
  
  - Crisis Management for Meetings
  - Negotiating with Hotels
  - Working with Airlines and Ground Transport Operators
  - Working with Convention Bureaux
  - International association meetings: Bidding and Decision-making
  - Contracting with major congress and convention venues
  - Personal Meetings ROI Handbook
  - What are Meetings Management Companies

  Additional useful resource publications are:
  
  - Membership Directory
  - ICCA/IMEX Pocket Calendar
  - ICCA Statistics Reports

  **Access to your meetings profile**

  Check and update your meetings profile in the ICCA Association Database to ensure you receive tailored bids from ICCA Member Suppliers who can meet your specific needs.

  **Review of your bid manual**

  A bid manual describes the decision procedures and requirements and conditions for future meetings. Do you already have a bid manual, but would like feedback on its contents and effectiveness from a fresh perspective? ICCA is happy to review it and make suggestions where and if needed.

  **Invitations to ICCA Events**

  **ICCA Association Meetings Programme (AMP)**

  The ICCA AMP is a small-scale, highly interactive and hands-on exclusive event, designed to provide a platform where ICCA Members and international association executives can learn from each other and a faculty of experts, who provide insights into all aspects of bidding for, designing, organising and promoting international association meetings. Sessions are designed to facilitate close collaboration and create better partnerships between meeting suppliers and associations, for more impactful business events.

  **ICCA Congress**

  The ICCA Congress is the annual gathering for the entire ICCA community, the only time when over 1,000 of the association meeting industry’s leading suppliers gather in one location to share ideas, discuss the industry’s latest developments and trends, and shape its future. Association executives are an essential part of this mix: by attending, they can take an active part in developing their expertise, advocating for the sector’s value, all whilst engaging in high-level networking with senior industry figures.

  **Association Expert Seminar**

  This 2.5-day interactive seminar brings together 25 international association executives and 55 international suppliers (ICCA members) to share information and experiences, and to update themselves on the latest trends and ideas relating to international association conferences.

  **Forum for Young Professionals**

  The FYP brings together young meetings professionals from a wide range of industry backgrounds for a free programme of networking and professional development education, delivered by some of the most-established meetings industry practitioners - all aimed at solidifying their understanding of the client-supplier relationship early on in their careers.

  **Hosted Buyer Programmes**

  Attend some of the most prominent international meetings tradeshows like IBTM World and IMEX and join their Hosted Buyer Programmes, which provide association delegates with a great opportunity to share experiences while also meeting suppliers to the association industry.

  **Client/Supplier Business Workshops**

  An ICCA convention bureau, venue or meetings management member can host you at these small-scale business workshops where 10-15 international association congress decision makers/influencers and 10-15 ICCA members exchange detailed background information on your meeting, in return for excellent feedback on the services ICCA members can provide. This information is shared via rotating one-on-one meetings.

  For more information on the ICCA Association Portal and ICCA products available for Association Executives please contact Ksenija Polla at ksenija.p@iccaworld.org
ICCA RESOURCES FOR INTERNATIONAL ASSOCIATION EXECUTIVES

White papers

Tapping into the expertise of our global community, ICCA has produced a set of publications on topics vital to the creation of modern, innovative association meetings to help meeting planners organise successful, impactful events.

All are available to download online and are also distributed at major tradeshows as printed publications.

Crisis Management for Meetings

The objective of crisis management is to develop structured solutions to crisis and emergency situations by allocating and utilising effective resources to ensure minimal impact to people, reputation and assets in this order of priority. There are two complementary forms of crisis management: operational and communications.

These guidelines are designed to help association executives to plan, prepare, manage, and recover from any crisis situation during a meeting, and to provide crisis management direction and guidelines to any meetings management company which engages with international associations.

Negotiating with Hotels

Most hotels have limited experience of dealing with associations and are more familiar with corporate meetings and intermediary agencies, whose needs and buying behaviour can be very different from those of association planners. Many buyers in the association world have limited experience of negotiating with hotels, and do not clearly understand the business objectives that drive hotel negotiating positions. Most guides on the subject of negotiating concern themselves with the corporate market. These three facts add up to the need for a simple guide to assist the international association buyer to speak the same “business language” as the hotel sales representative, and to obtain a fair deal that reflects the importance and value of their event.

This whitepaper provides ideas and advice for meeting planners to obtain a better understanding of the hotel business objectives that drive hotel negotiating positions.

Working with Airlines and Ground Transport Operators

The airline world has been living with dramatic change for at least the last couple of decades: gyrating fuel prices; mergers and bankruptcies; the maturation of low-cost carriers in all parts of the world; the emergence of new regional powerhouses who are playing an increasingly global role; the introduction of new aircraft models and business strategies; and the ever-growing importance of major airline alliances. In this complex world, meetings have rarely been seen as an important business sector for most airlines, but as a high-yield, open-to-influence industry, ICCA is convinced they deserve to be taken far more seriously.

This document attempts to bring together the objectives and needs of airlines and meeting planners, so that each side can better understand how to do business with the other in the 21st century.
Working with Convention Bureaux

A convention bureau is a destination’s marketing body, and its main focus or purpose is to increase the number of events, conferences and meetings held in the destination – whether a city, a region or a country. The local convention bureau is the natural starting point for anyone who wants to organise a meeting or a congress in a specific destination. It is a ‘one-stop shop’ for independent information and assistance and will give a planner unbiased and neutral advice on all aspects of hosting and organising conventions and business events within a particular geographical area.

As an unbiased and impartial resource, a convention bureau acts as the destination’s recognised official point of contact for all conference organisers and meeting planners, from general enquiries through to confirmed events. This guide will give you a better understanding of the services convention bureaux provide and how they are organised.

International association meetings: Bidding and Decision-making

The annual congress or convention of an international association plays a massively significant role in the life of that organisation. It is typically the only time when a large proportion of the members of the association physically gather together; the only time when the association is at the front of the minds of those individuals for an extended period; and the only time when the association attains a concrete form and when its unique culture can be directly experienced.

For many associations it is also a source of vital revenue that supports other less lucrative activities, the channel for positive PR and for membership growth, and a tremendous opportunity to launch new initiatives and obtain immediate feedback. And of course, for the vast majority of associations, it is also a legal necessity. For all these reasons, associations need to be sure that their decision-making processes match up with their needs and objectives.

This is a must-have guide for any international association wishing to improve their bidding or decision-making methodology!

Contracting with Major Congress & Convention Venues

The terms used to describe meetings and exhibition venues vary around the world. They may be congress, conference or convention centres, exhibition centres, or a combination of both. The common factor, with respect to this guide, is that the venues work on an international basis – and so, frequently, do their clients. It is important that both the venue and the client are clear about their rights and responsibilities with respect to the staging of an event. A written document – usually in the form of a legal contract – is the best way to achieve this. A contract signed and dated by appropriate, authorised people helps ensure there are no misunderstandings, and that details won’t be overlooked or forgotten.

Produced in partnership with AIPC, this guide is designed to assist new centres, clients dealing with convention centres for the first time, students and newcomers to the industry when dealing with the issue of convention centre contracts.
Associations should take note that some companies don’t easily fit into standard AMC (Association Management Companies), PCO (Professional Congress Organisers) or DMC (Destination Management Companies) definitions. The may possess varying skill-sets and specialist expertise, or have very different business models, sometimes because of different country-specific business environments or regulatory requirements. Also, some companies specialise in providing a range of efficient, good value “commodity” services, whilst others are becoming better known as consultancy partners or for their technical or production expertise. Some provide the vast range of their services inhouse, whilst others are experts in coordinating teams of partner companies.

There exists a perfect partner for every association and its meetings, whether this is an AMC, PCO, DMC or other meetings management company, and this publication is the first step in identifying the ideal match for your association. This guide will introduce different types of event specialists; explain the range of business models and services, and how to find simple solutions in an often-complicated market.

Hosted Buyer Programmes for Association Executives

More and more meetings industry tradeshows are recognising the importance of the international association meetings sector and are working hard to attract more association participants. This guide has been produced by ICCA to help international associations decide which shows to attend; how to get the best out of attending; and to showcase the educational and peer-to-peer networking opportunities that are available in addition to the standard exhibitor-visitor appointments based around discussing potential future congress destinations or services.

ICCA has been specialising in the international association meetings sector for over 55 years and acts as connector between our members – the world’s leading meetings service suppliers and destinations – and the thousands of international associations whose congresses we track and share information about. Thanks to this role of mediator ICCA has created this simple guide to provide an unbiased overview of some of the main meetings industry tradeshows.

Personal Meetings ROI Handbook and Workbook

ICCA has created a ROI (Return on Investment) handbook and a workbook, designed to help each delegate identify and maximise the benefits they gain from attending meetings, congresses and tradeshows. This document provides a detailed explanation of how each delegate can maximise their personal ROI, setting out key concepts but also providing practical advice and checklists.

This Personal ROI Handbook is brought to you in collaboration with Simpleview, ICCA’s ROI Champion. Find out how Simpleview can serve you at simpleviewinc.com/icca.
Too Good to Waste: ICCA Sector Venue Member insights into food waste

The ICCA community’s journey taking on the food waste question is a recent but passionate one. ICCA Sector Venue Members have been at the forefront of advocating for this issue. Building upon the initial results of their zero food waste initiative, Too Good to Waste, that began back in 2017, the Sector decided in May 2018 to collaborate further on sharing knowledge and expertise about how they as venues currently tackle food waste and leftover distribution.

The results of the subsequent report, which arose from this knowledge exchange project, were presented and discussed at the Sector’s mid-year meeting on Monday 20 May at IMEX Frankfurt 2019.

A Modern History of International Association Meetings – Update: 1963-2017

The robust growth in the number of international association meetings is a direct indication of the market’s role as a continuing force for global progress and driver of societal change. Association congresses are largely driven by advances in the fields of science, healthcare and technology; the unprecedented levels of discovery and innovation in these industries, hallmarks of recent decades, are giving birth to entirely new associations and conferences, which are in turn stimulating further advances, new business opportunities, and fresh insights.

This report reveals the results of an extensive study on the 55-year growth of the international association meetings industry, marking an important milestone in ICCA’s history and celebrating the continued influence of international association meetings on global progress in fields such as science and technology.

2018 ICCA Statistics Report

Offering an alternative perspective on the growth of the association meetings market, ICCA’s 2018 Country and City Rankings, originally released in June 2019, marks yet another successful year for the association meetings market.

ICCA captured a total of 12,937 rotating association meetings taking place in 2018, at an increase of 379 additional meetings compared to the number recorded at the same time in 2017. This is the highest annual figure ICCA has ever recorded in its yearly Statistics, signalling industry growth is continuing on a strong and robust trajectory. Paris, which previously held the top city spot in 2016, returns in 2018 to claim first place. The U.S.A. continues to top the country rankings, as it has done for over two decades.
The renaissance of the African continent

_Esmaré Steinhöfel, ICCA Regional Director Africa_

According to ICCA’s industry report released in October 2018, which charts the 55-year growth of the association meetings market from 1963-2017, the international association sector is robust, steady, and growing at a healthy rate. In summary: the number of international association meetings doubled every 10 years from 1963 to 2013.

**Africa follows same growth trajectory**

Africa’s development as a destination for this sector follows a similar pattern in the same period. In the last 55 years, the number of international meetings in Africa has more than doubled each decade. In the last 20 years, the number of meetings being held has more than tripled in number. Like the global trend, this exponential growth pattern seems to have merged into a more mature, but still very robust growth pattern in the last 5 years. The number of meetings in Africa has grown from 294 in 2008 to almost 400 per year in most recent years.

In particular, the number of association meetings taking place in South Africa has grown especially dramatically in the last 30 years, from 18 meetings in the time period of 1988-1992 to 632 in the time period of 2013-2017.

**Stronger advocacy through ICCA membership**

In 2018, countries like South Africa, Ghana, Tanzania and Kenya hosted workshops and seminars to create more awareness and advocacy around the business meetings industry.

ICCA currently has members in 8 countries in Africa, with all the countries being in the Southern and Eastern African regions.

**Challenges the region faces**

A challenge for the continent to grow the industry is still the limited number of convention bureaux. The Uganda Convention Bureau, under the Ministry of Tourism, Wildlife & Antiquities Uganda, was launched in 2018 and Tanzania and Kenya are launching National Convention Bureaux in 2019. The Rwanda Convention Bureau and the various National, Regional and City Convention Bureaux in South Africa are playing an active role in securing Association Conferences to Africa.

With the trend of association meetings becoming more regional, a challenge for Africa is still to get African Associations to rotate their conferences and for new Associations to be formed.

**Major infrastructure drive**

Infrastructural development on the continent is still happening at a rapid pace. Airlines like Ethiopian Airlines, RwandAir and Kenya Airways started new routes within the continent as well as adding international destinations. Airport and road infrastructure are also making a positive impact in attracting more meetings to the region, as well as new hotel developments.

In conclusion, a lot of African economies have sustained unparalleled rates of growth coupled with the continent’s emerging middle class and increased connectivity with the rest of the world, which reinforce the opportunities that exist on the continent.
Regional statistics about the African association meetings market

2018 Market share per region

Number of meetings in Africa in 2018:

<table>
<thead>
<tr>
<th>Rank</th>
<th>COUNTRY</th>
<th># MEETINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>South Africa</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>Morocco</td>
<td>45</td>
</tr>
<tr>
<td>3</td>
<td>Egypt</td>
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<td>3</td>
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<td>5</td>
<td>Rwanda</td>
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</table>

<table>
<thead>
<tr>
<th>Rank</th>
<th>CITY</th>
<th># MEETINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cape Town</td>
<td>42</td>
</tr>
<tr>
<td>2</td>
<td>Kigali</td>
<td>26</td>
</tr>
<tr>
<td>3</td>
<td>Marrakech</td>
<td>24</td>
</tr>
<tr>
<td>4</td>
<td>Nairobi</td>
<td>22</td>
</tr>
<tr>
<td>5</td>
<td>Cairo</td>
<td>20</td>
</tr>
</tbody>
</table>

ICCA has been tracking the growth of the international association meetings sector since 1963 and releases its highly-anticipated annual market report for the previous year each June. The latest statistics for 2018 are available for download now in the Knowledge section of www.iccaworld.org.


Source: ICCA Destination Comparison Tool (April 2019)

This data only includes association meetings taking place regularly (e.g. annually, biannually, etc), rotating between at least three different countries and with at least 50 participants. These graphs and tables are based on all meetings of which the relevant data is known in April 2019. ICCA destination rankings by number of international association meetings are ranked according to the “standard competition ranking method”.

ICCA Statistics Reports and Publications
How many international associations are there? The short answer: a lot.

While the nonprofit sector remains vast and diverse, its numbers have increased tremendously within the last decade. According to current data, the ICCA Association Database consists of 11,000 international associations, an increase by 83% compared to 10 years ago, when only 6,000+ associations were recorded. Thousands of new associations are formed each year. Looking at the data per region, however, shows that the Asia Pacific region is home to a large concentration of trade and professional organisations.

Asia-Pacific: Home of association leaders

More than 1,000 associations are based in the Asia Pacific region, accounting for 10% in the worldwide association leadership and second only to Europe (5,000+). Demonstrating that Asia Pacific-based key opinion leaders are active in communities that work on domestic and international issues of interest to many, and signifying they play a supplemental part in fields that are difficult for governments to address. More specifically, they have come to play a vital role in tackling social issues and effecting positive changes in society. Today, Asia-Pacific is booming in the non-profit segment thanks to the strong demand that is coming with the region's economic growth. A look at some of the fastest-growing industries in the world today – such as alternative energy, biotechnology, electronic commerce, and construction – provides strong clues about where we will see new trade and professional associations forming in the years ahead.

Regional association membership confounded by robust economic growth and human capital development

A good example is ICCA – the International Congress and Convention Association. ICCA’s Asia-Pacific Chapter is one of the fastest growing regions, with membership growth surging by 80% over the last 10 years. The rapid growth in members – from 150 member organisations to nearly 300 – is a resounding testament to the strength of the Asia-Pacific countries, mainly due to the robust economic growth and human capital development.

It also underpins the fact that more and more associations are seeking field information in this region, as globalisation has had a powerful impact on professional societies and trade groups. With Asia-Pacific poised as a new centre for growth, many associations are looking to the East now to hold their future events, of which a large extent is driven by advances in these fields.

Asia-Pacific’s increasing popularity confirmed by meetings industry benchmarks

Statistics on the number of international meetings and conferences held worldwide show that Asia-Pacific cities are becoming increasingly popular as conference destinations. According to ICCA’s latest Statistics Report, Asia-Pacific is rapidly increasing their share of the market to 25%; the 2018 figures seem to confirm this growing trend. Asia-Pacific destinations continue to feature highly in the ranking with 2 countries, China and Japan, present in the latest Top 10 ranking.

A total of 6 cities from Asia-Pacific surged up the 2018 Top 20 table, which are: Singapore, Bangkok, Hong Kong, Tokyo, Seoul and Taipei. This encouraging trend confirms Asia-Pacific cities are streaming ahead with initiatives to become smart cities and they are becoming popular choices for meeting planners. The pull factor, on the other hand, is that associations are often involved in contributing to a larger cause, such as building a stronger profession, with members contributing their expertise, skills, and time to community-based efforts. This, combined with the growth and technological advances in the Asia-Pacific region, sees associations creating more education programmes and regional meetings specially for the Asia-Pacific members. For instance, Rotary International, an international service organisation founded in 1905, organises its Annual Convention worldwide which involves around 20,000 participants. This super series of volunteer leaders is set to visit the Asia-Pacific region in 2021 (Taipei), 2023 (Melbourne) and 2024 (Singapore), counting 3 Asia-Pacific destinations within 5 editions. Also, it is noteworthy to mention that Korea is the fourth largest Rotary Club country, with 1,600 clubs and 60,000 members.

Associations represent a major piece of the meetings and conventions industry in the world and play a vital role in enriching communities. As our world is undergoing a revolutionary period in the creation of new knowledge and innovation, no doubt this will give birth to new associations, in turn stimulating new advances.
Regional statistics about the Asia-Pacific association meetings market

2018 Market share per region

<table>
<thead>
<tr>
<th>Rank</th>
<th>COUNTRY</th>
<th># MEETINGS</th>
</tr>
</thead>
<tbody>
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<td>1</td>
<td>Japan</td>
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</tr>
<tr>
<td>2</td>
<td>China-P.R.</td>
<td>449</td>
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<tr>
<td>3</td>
<td>Republic of Korea</td>
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<td>4</td>
<td>Australia</td>
<td>265</td>
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<td>5</td>
<td>Thailand</td>
<td>193</td>
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Number of meetings in Asia-Pacific in 2018:

<table>
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<tr>
<th>Rank</th>
<th>CITY</th>
<th># MEETINGS</th>
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</thead>
<tbody>
<tr>
<td>1</td>
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<td>Tokyo</td>
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<tr>
<td>5</td>
<td>Seoul</td>
<td>122</td>
</tr>
</tbody>
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ICCA Statistics Reports and Publications

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Source: ICCA Destination Comparison Tool (April 2019)

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What distinguishes your destination within the international association meetings market?

Good things always come in small packages and Macao is no different. Being just 30 sq. km in size, nowhere in Macao is too far away, making the city easy to navigate - even for large scale conferences. With the recent opening of the landmark Hong Kong-Zhuhai-Macao Bridge, Macao now is more accessible than ever for international conferences, with a direct road link to Hong Kong International Airport.

What are your main knowledge clusters? What industries are strong in your destination?

Due to its rich history, Macao offers a truly unique blend of East meets West in culture and cuisine. It is a city steeped in history as a UNESCO World Heritage Site and at the same time looks to the future with a vast array of contemporary world-class meeting facilities, creating a futuristic skyline.

How can you help associations to leave a local legacy for their members and in the destination, as their partner?

As Macao comes of age as a business events destination, with enormous capacity and greater accessibility to the world, there is no better time to MEET@Macao with the below credentials:

Close & Convenient
Being just 30 sq. km in total area, everything is reachable within a travel time of 20 minutes or less, making everything close and convenient.

Exceptional Capacity
With more than 38,000 hotel rooms and over 190,000 sq. m of meeting space, Macao has the capacity to host large-scale meetings and events under one roof.

A city of Gastronomy
In November 2017 Macao was designated as the third “UNESCO Creative City of Gastronomy” in China. It is home to many Michelin star restaurants.

Historical significance
Macao is the single most consistent example of cultural interchange between Europe and Asia. In 2005, “The Historic Centre of Macao” was inscribed on the UNESCO World Heritage List.

Safety and Security
Macao is regarded as a safe and secure destination, with political stability, low unemployment, a low crime rate and healthy economic growth.

Strong support
Macao Trade and Investment Promotion Institute (IPIM), the lead government agency for business event, gets the opportunity to learn more about the association market through ICCA and what matters most to them when they are looking at potential destinations for their upcoming events. IPIM has launched the “Convention & Exhibition Financial Support Programme”, which provides great support to ICCA events in terms of accommodation, F&B, keynote speakers, transportation, etc.
Against the backdrop of a thriving business events scene in Singapore, Marina Bay Sands’ appetite for hosting high-level association meetings is growing, with a 106% year-of-year increase in 2018. Three leading clients at Marina Bay Sands share their insights:

**Spaces for meetings big and small**

For corporate association YPO (Young Presidents’ Organisation), the availability of large and intimate spaces within a single venue was essential to accommodate a host of breakout events associated with this marquee leadership conference. The premier organisation for chief executives held its Global Leadership Conference (GLC) and its flagship event YPO EDGE at Marina Bay Sands in March last year. The 2018 event utilised nearly 360,000 sq. ft. of event space at Sands Expo and Convention Centre as well as smaller, alternative venues such as LAVO Singapore and Renku for networking, private gatherings and meetings.

“I think YPO needs a location where you’ve got a hospitality venue that is big enough, but also offers quality and intimacy. Marina Bay Sands is a leading facility – not just in terms of its size and scale, but also the availability of smaller, intimate venues within a single location. These factors are important for the modern CEO.” (Terry O’Connor, YPO EDGE 2018 Host City Chair and former Regional Chair of Southeast Asia, Singapore)

**Co-creation of delegate experiences**

From event design, food and beverage offerings to the team’s ability to provide quick and creative onsite solutions, Marina Bay Sands’ deep understanding of the needs and demands of the different communities is critical in co-creating unique delegate experiences.

“The main factor that drove me when organising INTERMAG is the overall conference delegate experience. Marina Bay Sands was instrumental in providing flexible space to support our multi-track conference programme and exhibition space. Held within an iconic destination, it also lent a nice ambience for the event which our delegates were impressed by. In addition, we were grateful for the F&B package options recommended by the team at Marina Bay Sands.” (S. N. Piramanayagam, Associate Professor, Division of Physics & Applied Physics, Nanyang Technological University)

“Our 2018 Congress was a complete success. 99% of delegates said they would recommend the event! One thing to highlight was the exemplary customer service we received onsite. Across all aspects of their event service, we found the Marina Bay Sands team to be extremely responsive and committed to providing the highest level of customer service.” Sarah Johnson, Chief Executive Officer, ISUOG

**Sustainability at the heart**

As more event organisers prioritise the need to incorporate sustainable elements into their meetings, venues that operate with sustainability in their DNA are clearly a natural choice. Marina Bay Sand’s green credentials was a key consideration for association clients, including the organiser of the 5th International Rice Congress.
Unforgettable New Zealand

What distinguishes your destination within the international association meetings market?

New Zealand’s stunning natural scenery, unique Māori culture and welcoming reputation have long made it an appealing destination for international visitors and delegates.

But, beyond that, New Zealand is a small nation with a big reputation for groundbreaking research, creative ideas, and cutting-edge technology.

Bringing a conference to New Zealand opens opportunities to connect with local experts and share knowledge in the industries in which it excels.

What are your main knowledge clusters? What industries are strong in your destination?

- **Agribusiness:** New Zealand combines natural advantages with sustainability and productivity-enhancing science and technology to offer expertise in farming, forestry and fisheries.
- **High value food and wine:** New Zealand’s dairy, meat, seafood, produce and wine are world-renowned thanks to safe, sustainable production, plus an innovation network driving the development of future foods.
- **High-value design and manufacturing:** New Zealand has carved a reputation for high-tech design and manufacturing in aviation, marine, space, energy and healthcare, from award-winning yachts to rockets.
- **Earth Sciences:** New Zealand’s dynamic landscape has fostered a deep understanding of natural resources, from geophysical hazard mitigation to renewable energy and environmental management.
- **Health Sciences:** New Zealand is a world leader in Health IT, an innovative developer of medical devices, and is renowned for groundbreaking medical research.
- **ICT and digital:** New Zealand’s fast-growing tech sector has celebrated successes in software, hardware and content development, from digital and screen, to AI and cyber security.
- **Tourism:** New Zealand is managing its global reputation as a beautiful, safe, and friendly destination with establishing a sustainable, responsible, tourism industry.

How can you help associations to leave a local legacy for their members and in the destination, as their partner?

New Zealand’s small size ensures the links between academia, industry and community are strong, providing a framework for a connected, cohesive conference. Local knowledge networks can assist with sourcing speakers and content, to recommending relevant off-site visits.

Tourism New Zealand’s Conference Assistance Programme offers marketing and funding support, from financial feasibility studies, to bespoke bid documents, and creating targeted marketing materials to enhance delegate attendance. Tourism New Zealand can introduce international associations to the country’s network of professional regional convention bureau, professional conference organizers, and service providers, who will work together to meet an event’s objectives.

What is your main motivation to support ICCA through the Association Relations Partner programme?

As one of the original adopters of the ICCA Association Relations Partner programme, Tourism New Zealand sees increased access to the ICCA community as an invaluable way of improving the value of conferences. By listening to and working with associations, Tourism New Zealand can help deliver impactful events that bring maximum benefit to the organisation and its wider aims, while providing a legacy for the local knowledge community.
Rediscovering why it’s more fun in the Philippines

The Philippines further strengthens its position as a destination of choice with the re-launch of the refreshed and vibrant signature Philippine tourism campaign – It’s More Fun in the Philippines.

The new campaign is 100 percent crowd-sourced, using only authentic images, footage and reviews from both local and foreign tourists who have experienced first-hand why it’s more fun in the Philippines. Complementing the materials is a new logo design inspired by local woven textiles, and a custom-made typefont called “Barabara”, a font style similar to what is used on jeepneys and sari-sari stores across the country.

Tourism Secretary Bernadette Romulo-Puyat encouraged everyone to be part of the fun by posting photos and videos of their experiences in the country and by using the hashtag #ItsMoreFunInThePhilippines, which has been used 4.3M times in different social media platforms.

The campaign is also grounded on sustainability and responsible tourism while promoting the fun and unique qualities of the country.

By using 100 percent crowd-sourced material, It’s More Fun in the Philippines campaign becomes the country’s most sustainable tourism campaign to date. It serves as a collage of testimonials from people with real experiences of the best of what the country has to offer.
Europe remains the most popular region for association meetings

In the last 55 years, Europe has consistently attracted the highest number of association meetings per region, possessing an overall market share of 53.6%. European countries occupy four of the top five places in the 2018 ICCA Country rankings, having also done so in 2017. The top five destinations in the 2018 ICCA City rankings are also from Europe. Currently over 50% of the international association meetings are hosted in European destinations.

Strong support of ICCA Association Relations Programme from European ICCA Members

Currently, eight leading destinations and venues represent Europe in the ICCA ARP programme, providing strong evidence of Europe’s leading positioning in the international association meetings market and continued commitment to the meetings industry and global ICCA community.

Those prominent European destinations are helping ICCA to shape the future of the association meetings industry with their knowledge and innovative ideas.

Key areas of importance to European meeting suppliers

New destination offerings: New, up-and-coming regions and destinations have been emerging over the past 30-40 years as a result of significant political and economic changes. The market is diversifying within the European region as well as on an international scale. These destinations, often second- and third-tier cities, are realising that international association meetings are an essential resource when it comes to national expansion: the knowledge economy is seen as the way forward for economic and societal development.

The cluster approach: In contrast, to compete on the global market, the bigger, well-established destinations with large networks of suppliers are no longer positioning themselves in terms of which kind of facilities they can offer – although, of course, this does remain crucial to destination appeal! Instead they are using the strengths of local sectors to drive the branding of their destinations, to bring in business via certain clusters of associations, whether regional or international and gain international knowledge and investment for their national economies.

The value of association meetings is not measured via hotel rooms, but via economic and social impact. A deeper measurement of legacy is considered important in helping newer destinations to stand out in a crowded marketplace.

Increase in regional meetings: Our European members are collaborating across national borders to attract more association meetings to their respective countries, to strengthen their collaboration by using regional networks to attract more international business to their own countries and regions.

Smaller meetings are more sustainable, as they grow naturally alongside the demand for a bigger supply chain. Many associations are also nominating ambassadors in their communities to establish regional meetings, one of the many reasons why smaller cities and new European destinations are becoming leading players in the market.

Open access knowledge transfer: Free movement of people via the Schengen Area makes the transfer of knowledge simpler and quicker. The result: stakeholders in up-and-coming regions can unlock the expertise of the well-established European destinations and other regions of the world. ICCA’s position as a global association allows members in the up-and-coming European regions use of our open platform to tap into a global network of knowledge and connections.

Sustainability: This topic is of increasing concern to our European members. The Global Destination Sustainability Index, which was originally an initiative of ICCA’s Scandinavian Chapter, is now a collaborative partnership between ICCA, European Cities Marketing, IMEX and MCI Group and used by almost 50 destinations worldwide, many of them in Europe.
### Regional statistics about the European association meetings market

#### 2018 Market share per region

![Pie chart showing market share per region]

#### Number of meetings in Europe in 2018:

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### ICCA Statistics Reports and Publications

ICCA has been tracking the growth of the international association meetings sector since 1963 and releases its highly-anticipated annual market report for the previous year each June. The latest statistics for 2018 are available for download now in the Knowledge section of [www.iccaworld.org](http://www.iccaworld.org).


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Source: ICCA Destination Comparison Tool (April 2019)

This data only includes association meetings taking place regularly (e.g. annually, biannually, etc), rotating between at least three different countries and with at least 50 participants. These graphs and tables are based on all meetings of which the relevant data is known in April 2019. ICCA destination rankings by number of international association meetings are ranked according to the “standard competition ranking method”.

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This is Athens-Convention & Visitors Bureau (ACVB) works closely with local associations, governmental organisations and institutions and acts as a liaison to the international market. A wide spectrum of Maritime, Sports and Medical associations are already well established in the city, while a lot of others are currently evolving and attract endorsement from both local and international stakeholders. For each association event, ACVB’s wide range of private local partners organise events that exceed expectations, offer high-end professional services and deliver outstanding experiences.

It is no coincidence that Athens is rising as a top choice for association events, ranking as the 24th top convention destination in the world for 2018, according to the latest annual ICCA Statistics Report. Nevertheless, apart from its strong strategic focus in international association events, there are several reasons that place Athens as an ideal meeting point:

1. The Greek capital is located at the heart of three continents and the award-winning Athens International Airport welcomes delegates from more than 165 international destinations.
2. The city’s venues are unique in so many ways, each one with a different story to tell. Apart from the historic landmarks, the city has been expanding its meeting facilities with state-of-the-art contemporary spaces.
3. Both local and international hotel brands are investing in new developments that enrich the visitor’s experience.

Athens is a city where the ancient and modern coexist; it’s a city of synthesis and antithesis that combines a historic, yet contemporary urban centre embraced by a superb refreshing coastline. Visit Athens to wake up under a vibrant Mediterranean sun, to explore and get inspired by an energetic, evolving city culture and to celebrate in an exploding gastronomic scene and nightlife.

ICCA is the greatest, most valuable and reliable partner when it comes to association events globally, with deep knowledge and understanding of the values and processes of destinations and at the same time a solid understanding of association needs. Consequently, This is Athens-Convention & Visitors Bureau supports ICCA through the Association Relations Partner programme to further promote the development of association meetings in a city that really cares to make a difference.
Brussels, the networking ecosystem for associations

What distinguishes your destination within the international association meetings market?

First, hosting associations it’s in our DNA:

- Brussels is home to over 2,250 headquarters of international associations. Hence, development, funding and support go hand in hand with developing international association congresses, building memberships and local presence.
- Brussels is Europe’s leading destination for association congresses and the second worldwide (UIA Report 2019). Brussels has also just jumped up 5 places in the world’s top 20 cities (according to the ICCA Ranking 2018).
- Brussels has a unique city association bureau – a “one-stop shop” public initiative – with a free service that supports and advises every single international association.
- Belgium has a favourable legal environment and is the only country with a law having international non-profit association status.

Second, international is our expertise:

- Brussels is home to EU institutions, NATO, the World Customs Organisation, UN representations, and various intergovernmental bodies. This ecosystem offers a highly favourable business environment and permits meaningful connections with other associations, private partners and public authorities.
- Brussels is member of the Global Association Hubs Partnership, the world’s leading cities for international associations (together with Dubai, Singapore, and Washington DC).

What are your main knowledge clusters? What industries are strong in your destination?

Brussels is the centre of excellence with innovation labs in different fields. Event organisers benefit from highflying connections in these centres of excellence, which are:

- life sciences and biopharmaceuticals,
- media and creative industries,
- information and communication technologies
- business services
- sustainability and clean-tech.

How can you help associations to leave a local legacy for their members and in the destination, as their partner?

The visit.brussels Convention & Association Bureau can offer association meeting organisers useful connections to experts and stakeholders in their event’s sphere of influence, enabling organisations increase the number of participants, attract sponsors and exhibitors, and develop their programmes.

We act in multiple ways to help associations, by

Connecting

- Assisting in creating meaningful connections and networking with other associations, private partners and public authorities. Or even engage in partnerships with local or international associations and organisations based in Brussels.
- Creating activities for other associations in the city and to create exhibitions, innovative events, and involvement in local events.

Sharing

- Sharing and using best practices, personal experiences, tips from associations and publications as a one-stop shop through the Association Bureau.
- Deploying development strategies in other regions by offering access to the Global Association Hubs Partnership.

Engaging

- Integrating information from associations in our future Brussels association guide.
- Guiding associations to the right resources and training initiatives and organise continuous educational activities for achieving professional objectives.
- Leaving a sustainable and lasting legacy thanks to Brussels Convention Bureau, hotels, venues and other partners making concrete future commitments in terms of sustainability. (Brussels is in the world’s top 10 pioneering cities for its responsible and sustainable policies and practices in the business tourism and events industry - Global Destination Sustainability Index, GDS, 2018)

What is your main motivation to support ICCA through the Association Relations Partner programme?

Brussels’ main motivations to support ICCA through this programme are to:

- Highlight the knowledge, network and heritage existing in Brussels
- Share innovative ideas in engaging with associations
- Bring a multilevel and multinational expertise in dealing with association matters
Medical cluster in St. Petersburg shows strong growth

The creation of the Medical Scientific and Educational Cluster by decision of the Ministry of Health of the Russian Federation gave an impulse to the strategic development of the medical industry in St Petersburg.

St Petersburg is seeing significant growth in its appeal to medical markets and medical conferences following the development of a strategic plan led by the Ministry of Health of the Russian Federation. The plan is utilising the city’s strong medical assets and intellectual property to develop local hosts, who are working closely with international associations interested in using Russia as a destination for future conferences.

With dozens of highly-skilled and reputable education and research organisations spread across the city, St Petersburg’s healthcare system is rich both in terms of its scientific and clinical output. To make the most of this world-class offering, the city government has pulled together hospitals, specialised centers, research institutions and other organisations to create a program focused on increasing healthcare standards, as well as the development of knowledge. The program is looking at new ways to make the most of cutting-edge technology across practical medicine, whilst making the most of both domestic and foreign specialists across several medical fields. This “cluster” of organisations will also see Russian medical specialists joining and working as part of international associations to raise the profile of St Petersburg on the global stage.

Due to their close governmental links, those professionals working across international associations will have the full backing of the city when it comes to hosting events in St Petersburg. Recent success stories based on this use of local hosts include ExpoForum Convention & Exhibition Centre hosting National Cardiologist and Traumatology-Orthopedists Congresses and the Radiological Forum (with international involvement). St Petersburg and ExpoForum have also won bids for several international rotating congresses including: Regional Congress of World Psychiatry Association 2020; World Congress of the World Society of Cardio-Thoracic Surgeons 2020; and Rhinology World Congress 2021.

Ultimately, St Petersburg is a fast-developing destination with great intellectual and technological potential. Our local Russian experts have much to show the world, but at the same time, the challenges faced by the medical world can only be overcome through international collaboration with foreign colleagues. This cluster of medical experts is the perfect starting point for such partnerships, particularly when combined with ExpoForum’s ability to act as a guide to the Russian market through venue, PCO and DMC services, as well as visa procedures and subvention support.
Create the heritage of tomorrow in Flanders

What distinguishes your destination within the international association meetings market?

Flanders is the Northern region of Belgium and the country is ranked third in the top 15 of International Conference Countries.

The region is known for its excellent accessibility and its short distances between cities. All Flemish cities are easily reached from Brussels. Bruges, Ghent, Antwerp, Mechelen, Leuven, Oostende and the region of Limburg all have dedicated CVB’s, ready to assist you in your quest!

What are your main knowledge clusters? What industries are strong in your destination?

Life Sciences, Bio tech and Healthcare
Flanders offers you an innovative ecosystem of top-class universities, academic hospitals, research centres and (bio-)incubators. The region has a dense network of pharmaceutical, biotech and other major industry players. Flanders boasts high expertise in numerous subdomains of the life sciences and health industry, including pharmaceuticals, medical technology and medical biotechnology. Four cities in Flanders – Ghent, Leuven, Antwerp and Hasselt – are home to life sciences research parks that offer highly specialised services and resources. To top it all off, the healthcare industry in Flanders is also highly developed and full of innovative practices.

Port Industries, Logistics, Petrochemistry and Energy
The northern part of Belgium boasts 4 important seaports. Antwerp’s international port is the second largest of its kind in Europe. Home to Europe’s largest integrated petrochemical cluster this renowned industrial centre brings logistics companies from around the globe to Antwerp. In fact, 9 of the world’s top 10 logistics players operate a base in the Capital of Diamonds – how Antwerp is also known!

In addition, Flanders has one of the tightest logistics infrastructures and ecosystems worldwide. The region has a strong international specialisation in Value Added Logistics. And not only the maritime industry and logistics are buzzing in Flanders: the energy industry is also booming. From a government-driven commitment to sustainability and innovative energy companies to pioneering research centres and knowledge platforms that aim to bring about a clean energy economy, Flanders has all the ingredients to take clean technology and renewable energy to the next level.

Arts, Culture, Gastronomy and Cycling
Flanders is a cultural hotspot with many historic yet vibrant cities. From Bruges to Brussels, Antwerp, Ghent, Leuven and everywhere in between, the towns in Flanders are known for their beauty, charm and ambiance. Beauty is more than skin-deep: Art, history, culture and gastronomy are part of the Flemish DNA. We are not only the country of artists and famous painters like Rubens, Breughel and Van Eyck, but also of renowned beer brewers, chefs, chocolatiers and athletes. Flanders also boasts a long and proud tradition of road bicycle racing that is embedded in the culture of the region.

How can you help associations to leave a local legacy for their members and in the destination, as their partner?

We help associations to leave a legacy in two distinct ways:

• We motivate the Local Organising Committees to create a strong legacy for the association itself and within the region. Our expertise of key Flemish industries, businesses and universities, combined with our international network and economic partners, such as Flanders Investment and Trade (FIT), guarantee the right partner for your association at the table from Day One.

• We offer delegates a unique experience by welcoming and hosting them in our Flanders Heritage Venues - no matter whether you want to organise a conference in a medieval library, an old brewery, an abbey or even an old coal mine. We can make it happen! Even better: we promise you a location as inspiring as the conference itself. These state of the art venues combine history and heritage-fuelled experiences to stimulate the delegates to create tomorrow’s heritage together within their field of expertise.

What is your main motivation to support ICCA through the Association Relations Partner programme?

We believe in the strong and professional network of ICCA. By becoming an Association Relations Partner, we want to seize this opportunity to learn from peers; to connect and meet with new partners; to grow our reputation within the relevant fields of expertise; and to strengthen our position as an unique Congress destination in the world.
Discover the cradle of faith, trade and culture

What distinguishes your destination within the international association meetings market?

Istanbul sets itself apart from its competitors as a “dream destination”. Located on the edge of Europe and connecting two continents, the city hides layers of history, culture, colours and scents.

You can travel to Istanbul by any means of transportation; the best option will depend on where you are coming from. All major airlines fly to Sabiha Gokcen Airport and our newly-opened Istanbul Airport. Our national carrier Turkish Airlines also operates good connections all around the world, connecting 200 countries directly. Furthermore, Istanbul Airport, our new international hub, is the world’s largest airport. It is a unique structure. With a 3-hour flight, you can reach everywhere in Europe.

Turkey is the 13th largest economy in the world, and Istanbul, the largest city in Turkey, is the economic, cultural, and historical hub of the nation, housing more than 14.4 million people. Not surprisingly, much of our modern infrastructural innovation and improvement has been based in Istanbul, which now offers residents a metro, tram, buses, ferries, taxis (both land and water), excellent roads and supporting traffic control infrastructure. Istanbul is also very safe place as compared to any other European city. According to several worldwide statistics and surveys, Istanbul is one of the safest metropolitans in Europe.

In terms of meeting facilities, Istanbul has three major congressional halls within walking distance of each other and with easy access to downtown. There also 92 five-star hotels in Istanbul, 74 of which are on the European side and 18 on the Asian side.

What are your main knowledge clusters? What industries are strong in your destination?

We have extensive knowledge and knowhow in handling and organising conferences and conventions in Istanbul.

According to the “Istanbul on the World Stage” report, Istanbul has been the most improved Emerging World City for the past five years, demonstrated by a range of performance indicators. Our economic fundamentals are stronger than many of our global peer cities, and we offer reknowned expertise in the following industries:

**Textiles:** Textiles are a very important industry in Istanbul, which is a centre of attraction for the fashion and apparel industry.

**Medical Care and Services:** Istanbul is becoming an Esthetic Center, with certified hospitals that specialise in hair transplants, cosmetic surgery, and dentistry. Jewellery: Turkey is among the top 5 countries in terms of the world’s gold jewellery production. Istanbul is the centre for Gold and jewellery production.

**Real Estate:** Istanbul is the most populated city in Europe, with an estimated population of 16 million. As such, Turkey is one of the most promising real estate markets in Europe.

**Television and Media:** Watched in more than 90 countries, Turkish TV dramas generate approximately $450 million a year in revenue, making the country a major exporter of TV programme.

**Pharmaceuticals:** The roots of the Turkish pharmaceutical industry date back to the beginning of the 19th century.

Today, the Pharmaceutical industry represents nearly 300 companies in Turkey, of which 135 are major, and employment is approaching the 25,000 mark.

**Telecommunications:** Turkey is a fast-growing telecom market in Western Asia, with three operators and $70.6 million mobile connections. Turkey is proving to be one of the more progressive mobile markets in the Middle East, with revenue from mobile data services growing quickly. Operators are aware of this, with Turk Telekom, Turkcell and Vodafone Turkey all looking towards a future where 5G will become increasingly important.

How can you help associations to leave a local legacy for their members and in the destination, as their partner?

Established in 1997, The Istanbul Convention & Visitors Bureau (ICVB) is a destination marketing organisation working as a branch of Tourism Development & Education Foundation (TUGEV).

ICVB’s main goal is to promote and represent Istanbul around the world and to seek international associations and corporations planning to hold high-profile international congresses and events. ICVB has played a key role in Istanbul’s rapid rise in popularity as a congress destination, according to ICCA Statistics. Thus, this reassures the significance of Istanbul’s 8,500 year of history, as well as professional services offered by the city’s tourism industry and professional solutions offered by ICVB’s strategies.

ICVB is also an active member of international meetings industry organisations such as the International Congress & Convention Association (ICCA); European Cities Marketing (ECM); Meeting Professionals International (MPI) and UNWTO Global Code of Ethics for Tourism.
What distinguishes your destination within the international association meetings market?

With 285,000 residents, Ljubljana – the capital of Slovenia, a member of the Schengen Area and Eurozone - is a compact, walking city built to human scale and is, as such, often depicted as a welcoming lounge by conference delegates. It features a wealth of history, style, arts and culture, all combined with an atmosphere that is both Central European and Mediterranean. Many would add the city is safe, multilingual, hospitable, green and sustainable - it was named the European Green Capital in 2016.

Easily accessible, within two hours’ flight from major European hubs, Ljubljana provides an array of meeting facilities that can welcome up to 2,200 delegates, encompassing two congress centres, several convention and seminar hotels, and academic venues. Quite a few are in the downtown pedestrian area, providing easy access to the scenic city centre. Moreover, the choice of special event venues in the city centre often surprises clients.

The capital also represents an ideal departure point to quickly reach many of Slovenia’s attractions, among which one can find original settings for incentive programmes or outdoor events.

With the dedicated support of experienced and creative destination partners, Ljubljana strives to deliver a professional and authentic experience, with a strong personal touch and very good value for money!

What are your main knowledge clusters? What industries are strong in your destination?

There are several knowledge clusters related to Ljubljana. The first we need to mention is the University of Ljubljana, which has over 45,000 students in 23 faculties and three arts academies.

The University of Ljubljana is closely related to the Ljubljana University Medical Centre which has over 7,800 employees, making it one of the largest hospital centres in Central Europe. The Jožef Stefan Institute is Slovenia’s leading national research organisation, which focuses on research in the fields of physics, chemistry, molecular biology, biotechnology, information technologies, reactor physics, energy and the environment. The institute devotes a considerable amount of effort to transferring the results of its research into productive applications and to the market.

Another knowledge hub revolves around the National Institute of Chemistry, which is divided into two major fields: life sciences and materials science. Among its 17 departments, the Department of Materials Chemistry (D10) is the biggest department in the field of materials science. The institute is closely related to the UNESCO Centre of Chemical Studies.

A growing knowledge cluster which needs to be mentioned is the technology-related cluster revolving around the Faculty of Computer Sciences and Information, which is closely tied to Ljubljana’s up-and-coming Tech and Creative community and to the Technology Park Ljubljana and the ABC Accelerator hub.

How can you help associations to leave a local legacy for their members and in the destination, as their partner?

The Ljubljana Convention Bureau, which operates within Ljubljana Tourism, is happy to support all associations aspiring to leave a long-lasting legacy in the destination by connecting the international events to interesting and relevant partners, by:

- Identifying CSR programme possibilities and
- Promoting a sustainable events approach

What is your main motivation to support ICCA through the Association Relations Partner programme?

Association events represent an important element in our long-term strategy of how to become a society that focuses on science, development and operates according to the principles of environmental protection, a circular economy and social justice. By being a part of the ARP, we seek to promote these values.
A dynamic and diversified economic platform

What distinguishes your destination within the international association meetings market?

A small principality of just two square kilometers that is perhaps best known for its glittering blue seas and its Formula One Monaco Grand Prix, Monaco might not be the first name that comes to mind when you think about destination for international associations.

But Monaco is a multicultural destination with an impressive reputation that offers associations prestige alongside impecable hotels, eco-friendly facilities, and value for money.

There are 5,000 booming businesses with workers from more than 130 nationalities.

There is the large financial service industry of 91 companies, more than 530 healthcare professionals and 14 professors and rewarded specialists, and 123 telecommunications companies. The country has also prioritized the environment since 2006 and worked diligently to decrease waste and energy consumption while supporting organic and local food projects.

What are your main knowledge clusters? What industries are strong in your destination?

The Monaco Convention Bureau is primarily focused on the medical, financial and IT sectors. A thriving medical centre is not what most people think of when Monaco comes to mind, but of the destination’s 40 associative congresses each year, about 50 percent are from the medical field.

How can you help associations to leave a local legacy for their members and in the destination, as their partner?

"Excellence is what Monaco does best," Professor Nadir Saoudi, head of service at the Hospital Center of Monaco, said when asked what Monaco has to offer international associations.

The principality offers 2,500 rooms all within three- and four-star properties as well as more hotels in the 2- and 3-star category just beyond the border. The high-tech, eco-certified convention centre The Grimaldi Forum Monaco boasts 35,000 square meters of floor space and 4G connectivity throughout. The country is famous for its security, where everything is within walking distance. Congress organizers will take advantage of harmonised prices and attractive value for money.

Monaco Convention Bureau is a pro-active one-stop-shop dedicated to its clients, with tailor made approach to event bids. It has a collaborative framework, comprised of Prince Government, hotels, convention center, agencies and local leaders who are all willing to align their interests with those of the organization of professional events in the Principality.

As one of the smallest city in the world, Monaco could make big impact by appealing to the organizers of association events who are looking for something different. The compact size allows to maximize delegates’s time and make organisation easier.

Monaco is a legendary brand and we are proud of our DNA’s elements but today lots of companies and congress organizers choose Monaco for other elements such as dynamism, expertise, innovation and success.

What is your main motivation to support ICCA through the Association Relations Partner programme?

As an active member of ICCA for more than 40 years, Monaco has been one of the first destination to join the Association Relations Partner programme. We believe in this collaborative programme, which help us to strengthen our relationship with international associations. It allows us to have an engaging and impactful action within the community and strengthen our position as a leading destination for business events in Europe.
What distinguishes your destination within the international association meetings market?

Scotland is a small country that is world renowned for many things. Scottish whiskey is the most famous in the world, and our kilts and bagpipes parade across the globe, not just on the esplanade of Edinburgh Castle. However, Scotland’s continuing contribution to shaping the modern world through science, technology, energy and healthcare is its greatest achievement.

What are your main knowledge clusters? What industries are strong in your destination?

From Dolly the Sheep, the world’s first cloned mammal, to our position as a world leader in renewable energy innovation and advancement, Scotland offers the association meetings market access to unrivalled knowledge, research and innovation. Associations and delegates can engage with world-leading universities, innovation centres, academics and industry experts across the country to create new collaborations, establish new networks and work together to discover the next idea that will change the world.

How can you help associations to leave a local legacy for their members and in the destination, as their partner?

We can lead the world together by engaging with global institutions such as:

- The **Scottish Association for Marine Science**, one of Europe’s leading marine science research organizations and one of the oldest oceanographic organisations in the world.
- The **University of Edinburgh** boasts one of Europe’s largest informatic schools.
- There are more **Glasgow-built satellites** in orbit than from any other city in the world.
- **Aberdeen** is the energy capital of Europe and a world leader in renewable energy technology.
- The **University of Dundee** and **Abertay University** are global destinations for **game design**.
- **Aberdeen** has one of the highest concentrations of life sciences scientists of anywhere in Europe and is home to the **James Hutton Institute**.

What is your main motivation to support ICCA through the Association Relations Partner programme?

Together we can change the world. We can connect you with our world-leading sectors and industries, which include a wide variety of life sciences, technology, robotics, aquaculture, marine science, financial services and creative industries, to name but a few. Scotland has ambitions to be the Data Capital of Europe and a global leader in Fintech within the next 5 years.

Your delegates can engage and collaborate with the likes of **Hywind**, the world’s first commercial wind farm using floating wind turbines of the north east coast of Scotland. Your delegates can be inspired by the research staff at one of the Western World’s oldest medical institutions, the **Royal College of Surgeons of Edinburgh**. By working together, Scotland and the world can really make social and economic change. Business Events are catalysts and by supporting the ICCA Association Relations Partner Programme, we can all advocate for this world-changing industry.
The rise of the Latin American association market

Santiago Gonzalez, ICCA Regional Director Latin America and Caribbean

Opportunities for the Association Market in the Latin American and Caribbean region

The association sector has seen a significant growth in the Latin American and Caribbean region, from 255 associations represented at the beginning of 2000 to 620 active representations in 2019. This has enabled the continent to attract 1,379 academic meetings during 2018 based on the latest ICCA data. This has had a positive impact in the continent’s economy and GDP of USD 20.6 billion, creating more than 494,000 jobs and greater opportunities for knowledge transfer, according to research by the Events Industry Council. ICCA has been instrumental in supporting this growth since the opening of its regional office in Montevideo, Uruguay in 2003, deploying numerous activities to advance the association meetings market in the years since then.

Since 2014, ICCA has begun to engage with the regional association market on a much deeper level, creating various events to support the continuous professionalisation of the supply chain and working on specific procedures that have impacted directly on the engagement of association leaders in the region.

Associations key to regional growth

Associations present a huge opportunity for the Latin America and the Caribbean market. Based on ICCA’s previous Statistics Reports and regional surveys, 90% of associations are made up of voluntary leadership with no infrastructure, and only 10% of these associations have staff that is meant to manage the association, their products and events. ICCA, together with their Association Relationship Partners, have created special platforms across the continent where association leaders can improve their internal procedures and connect with key suppliers for the development of strong collaborations.

Our main goal is to keep moving forward communicating the importance of this industry and the key role of the knowledge economy and increase the level of understanding about the roles of local Convention Bureaus, Tourism Boards, PCOs and DMCs. We aim to develop a regional strategy that will enable the creation of new collaboration structures for the development of new scientific fields and subjects across Latin America and the Caribbean. Seventeen countries are committed to this cause and will keep working together with association leaders during 2019 and beyond.
Regional statistics about the Latin American association meetings market

2018 Market share per region

Number of meetings in Latin America in 2018:

<table>
<thead>
<tr>
<th>Rank</th>
<th>COUNTRY</th>
<th># MEETINGS</th>
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</thead>
<tbody>
<tr>
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<tr>
<td>2</td>
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<tr>
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</tr>
</thead>
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<tr>
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<td>4</td>
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<tr>
<td>5</td>
<td>Panama City</td>
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</tr>
</tbody>
</table>

ICCA Statistics Reports and Publications

ICCA has been tracking the growth of the international association meetings sector since 1963 and releases its highly-anticipated annual market report for the previous year each June. The latest statistics for 2018 are available for download now in the Knowledge section of www.iccaworld.org.


Source: ICCA Destination Comparison Tool (April 2019)

This data only includes association meetings taking place regularly (e.g. annually, biannually, etc), rotating between at least three different countries and with at least 50 participants. These graphs and tables are based on all meetings of which the relevant data is known in April 2019. ICCA destination rankings by number of international association meetings are ranked according to the “standard competition ranking method”. 
FIEXPO Latin America consolidated as the greatest meetings industry event in Latin America and the Caribbean

The 12th edition of FIEXPO Latin America - the Meetings and Incentives Market Fair for Latin America and the Caribbean - was celebrated in Santiago de Chile, Chile from 8-12 June 2019. After three successful years it is time to bid farewell to Chile as the host, confirming the country’s capacity as a magnificent host for global events, and on the other hand, it was FIEXPO’s welcome to the country that is to organise the next three editions: Colombia.

Twenty countries, 2,000 visitors, more than 9,000 meetings, 253 specially selected VIP Hosted Buyers and 750 registered buyers view the Fair as the ideal business platform. The event itself distributed more than $3.5 million dollars in Santiago de Chile, generating business worth over 390 million US dollars.

Every year at FIEXPO, there is a 40-50% rotation of Hosted Buyers, and this is reflected in the satisfaction of the participating destinations, who have the chance to hold new meetings without repeating the previous years.

FIEXPO Latin America featured very important components. Activities started on Saturday 8 June, with a specialised Lab for associations executives organised by ICCA and ASAE, full of workshops and seminars. The “Next Generation Summit”, a full-day event in collaboration with ICCA that gathers the best specialists in the industry and young professionals under 30, was held on Sunday 9. They ended with a “Thesis” contest; the winner was awarded with a fully-funded trip to Houston to the 58th ICCA Congress.

The educational sessions were overflowing with people, interested not just in the topics but also attracted by the quality and relevance of the speakers. It was a great opportunity to listen to and exchange ideas with Christian Mutschlechner, who for 28 years chaired the Vienna Convention Bureau, a bureau that has ranked first or second in the world for attracting events in the last 20 years, and Didier Scaillet, global CEO of SITE and the former European Director of MPI, who discussed new developments in the incentive travels segment.

But undoubtedly one of the most expected events this time was the Latin American Political Forum on the Meetings Tourism. In its sixth edition, the Forum hosted more than 60 authorities, from regional directors to ministers of tourism.

This year, in a transcendental effort, the organisers of FIEXPO Latin America managed to summon several of the most important leaders of the industry worldwide, who together for the first time in Latin America under the coordination of one of the Directors of FIEXPO and Past President of ICCA, Mr. Arnaldo Nardone, lectured on topics of great interest and current hot issues. The International Congress and Convention Association (ICCA) President James Rees initiated the program followed by Christian Mutschlechner, Didier Scaillet and Sherrif Karamat, Executive Director and President of PCMA - Professional Convention Management Association, who stands out worldwide for his management at the head of this entity.

Save the date for the new edition of FIEXPO Latin America in Cartagena de Indias, Colombia, from 8-10 June 2020.
ICCA Association Meetings Programme (AMP) 2020

TIROL | Innsbruck | Alpbach

28 June - 1 July 2020
The association sector has seen a significant growth in importance in the Middle East in recent years, driven by an educated, professional middle class; a desire for professional education, standards and accreditations; and an understanding by international associations that this is a market of great long-term potential. For this reason and to help shape the sector’s regional development, ICCA opened its first part-time Regional Office in the Middle East in 2013 and has deployed numerous activities to advance the association meetings market in the years since.

According to ICCA’s latest statistics contained in the industry report on the 55-year growth of the sector, the Middle East continues to be the fastest growing region for international association meetings, with the number of meetings held more than doubling in the last decade.

**Market growth through knowledge transfer and network building**

Throughout the past few years, the focus of ICCA Middle East’s strategic approach to stimulating the growth of meetings business and diversifying destinations within the region has been through the engagement of policy makers and use of creative meetings methodology.

Working in collaboration with local convention bureaux and tourism boards, the ICCA Middle East office has organised a number of educational events and networking opportunities targeted at local stakeholders, with the aim of conveying the value of association meetings and international associations to the region’s growing knowledge economy.

Named “Meetings Industry Development Forums” and introduced by former ICCA Middle East Regional Director Senthil Gopinath around the theme of “Education...Engage...Enhance Business”, each educational event uses ICCA’s wealth of knowledge and experience to enable both local associations and meetings industry professionals to gain an understanding of the general requirements and strategies of international associations. In addition, the format focuses on increasing engagement, integration and community development among ICCA members and local industry stakeholders for the purpose of knowledge sharing, a key foundation of ICCA’s methodology.

The introduction of this format has proved incredibly successful in developing professional association meetings knowledge, increasing regional engagement in the ICCA community and growing the meetings industry in the Middle East region in general. Twelve Forums have taken place in 7 countries since 2018, with a recent edition held in Muscat, Oman in December 2018; similar events are planned for the rest of 2019 and beyond.

**57th ICCA Congress held in Dubai, United Arab Emirates vital for industry advocacy**

By far the biggest signifier of the growing importance and foreseen impact of international association on the Middle East’s developmental landscape was the 57th ICCA Congress, held from 11-14 November 2018 in Dubai, United Arab Emirates. The 2018 edition of ICCA’s annual flagship event achieved record attendance figures for any ICCA Congress held outside of Europe: a total of 1,156 industry experts from 79 countries travelled to Dubai for the meeting.

This edition of the ICCA Congress created a platform for members in region to understand the importance of the meetings segment and its economic impact. In addition, the Congress caused regional governments to take a positive approach and understand more about how to build the knowledge economy utilising the meetings segment. Moreover, the educational content was a great learning experience for the region’s meetings industry professionals.
### Number of meetings in the Middle East in 2018:

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<th>Rank</th>
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<tr>
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<tr>
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<td>4</td>
<td>Muscat</td>
<td>14</td>
</tr>
<tr>
<td>5</td>
<td>Doha</td>
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</table>

### ICCA Statistics Reports and Publications

ICCA has been tracking the growth of the international association meetings sector since 1963 and releases its highly-anticipated annual market report for the previous year each June. The latest statistics for 2018 are available for download now in the Knowledge section of www.iccaworld.org.

What distinguishes your destination within the international association meetings market?

Abu Dhabi’s business events offerings are continually growing and developing year-on-year as the city rapidly becomes one of the leading destinations for MICE events. The appeal of the city can be attributed to many factors, but particularly to the world-class services and facilities that are available here.

This is evident in Abu Dhabi’s deserved reputation as a global knowledge and innovation hub. It is home to some of the best universities in the region and the world, which are undertaking pioneering research and development in several fields including energy, space, aerospace, autonomous robotic systems, genomics and more. In addition, numerous international organisations have based themselves in Abu Dhabi, including the International Renewable Energy Agency (IRENA), which chose to move its headquarters to Masdar City, Abu Dhabi’s world leading sustainable and low-carbon urban development.

What are your main knowledge clusters? What industries are strong in your destination?

The Oil and Gas industry along with Energy and Healthcare are strong in Abu Dhabi, with our cultural proposition also being very strong. Our emerging industry clusters include Financial Services; Aviation and Aerospace; Innovation and Tourism. We are also focusing on the Metals, Pharmaceuticals, Biotechnology and Life Sciences, Transportation, Trade and Logistics, Education, Media and Telecommunication Services.

How can you help associations to leave a local legacy for their members and in the destination, as their partner?

Associations which bring their events to our emirate receive city-wide support, with a multi-disciplinary ‘Team Abu Dhabi’ approach, which includes strong governmental support at the highest level. Events held here are supported by ADCB from conception to implementation, with the success of each event mutually beneficial to the reputation of both the emirate and the association.

Legacy is an important factor in that it connects international associations with their local equivalents and institutions. Relationships formed at an early stage help boost the success of events, securing strong legacies for both sides. Part of ADCB’s role is to ensure that legacy projects fit the requirements of both local and international institutions through their planned events and initiatives.

What is your main motivation to support ICCA through the Association Relations Partner programme?

By bringing suppliers and clients together through the ICCA community, we deepen our collective roster and add to our collective expertise and experience. The more people we bring together, the healthier and more potent our network grows, and the more impetus we generate to drive our economies forward.
What distinguishes your destination within the international association meetings market?

The Kingdom of Bahrain is the longest established meeting destination in the Middle East with a proud heritage of hosting some of the world’s leading international association events.

Bahrain is an open, welcoming society, which has continually invested in education and infrastructure in order to support steady, stable economic growth in all its key industry verticals. This has led to the retention of knowledge capital and key industry experts and which provides a reliable source of knowledge leaders for associations to benefit from.

The entire economy from the government to the private sector is positioned to support the work of associations while providing unrivalled support to ensure that association events and activities grow steadily and sustainably.

What are your main knowledge clusters? What industries are strong in your destination?

- Healthcare
- Education
- FinTech
- Islamic Finance & Financial Services
- Logistics
- Manufacturing
- Construction
- Oil & Gas
- Security & Defence
- Aviation
- Tourism & Hospitality
- Engineering and Information Technology
- Knowledge-based Industry
- Petrochemicals and Plastics
- Pharmaceuticals and Building Materials

How can you help associations to leave a local legacy for their members and in the destination, as their partner?

With the backing of the Bahrain Tourism and Exhibitions Authority, relevant government entities in the Kingdom of Bahrain are positioned to provide all the necessary support to ensure that association members are able to achieve their long-term objectives in the region. We are able to initiate long-term benefits for associations and their members with careful forward planning from the outset.

What is your main motivation to support ICCA through the Association Relations Partner programme?

Partnerships are in the DNA of the Bahrain Tourism & Exhibitions Authority and as we advance towards the New Bahrain International Exhibition & Convention Centre from 2021 onwards, we will have a new, exciting home for ICCA association members to host events, grow memberships and develop new knowledge streams in. We look forward to welcoming you to the Kingdom of Bahrain.
A global knowledge hub

What distinguishes your destination within the international association meetings market?

In Dubai, a city where a culture of collaboration permeates through the public and private sectors, there is a strong understanding of the value global associations can bring, not just through their international, regional and local events, but because of a sustained presence and rich engagement with their respective sectors and professions.

Sitting at the crossroads of East and West, and with easy accessibility through the world’s busiest airport for international passenger traffic, Dubai is a well-established host city for association events, able to attract delegates from around the world, and especially the proximity markets – Asia, Africa and the Middle East – that are so vital to their long-term growth. Home to world-class venues, a diverse portfolio of hotels and highly developed tourism infrastructure, it is equipped to handle events of all sizes and, as a melting pot of over 200 nationalities, is a city that provides warm hospitality to all visitors.

What are your main knowledge clusters? What industries are strong in your destination?

With an emphasis on diversification in recent decades, Dubai’s economy spans across multiple key sectors, with established expertise in trade, finance, aviation, manufacturing and logistics. And because of the UAE National Innovation Strategy – focusing on space, water, transport, renewable energy, education, healthcare and technology – knowledge clusters have quickly developed around these sectors of the future, providing associations with the opportunity to tap into local and international talent and cutting-edge innovation.

How can you help associations to leave a local legacy for their members and in the destination, as their partner?

Dubai Business Events (DBE), the city’s official convention bureau, offers associations and organisers a wide range of free services, from liaising with venues and hotels and connecting them with local service providers, to introductions to local industry and government contacts and assistance in developing and funding delegate recruitment strategies. And through its experienced teams in Dubai and offices around the world, it is always on hand to help and provide advice to associations.

DBE also puts a strong emphasis on legacies when bidding for and assisting in the planning of association events, aware that their impact should resonate well beyond the event itself, and works closely with global and local partners to ensure legacy is embedded throughout the journey. Through the Dubai Association Centre, a collaboration between DBE, Dubai World Trade Centre and Dubai Chamber, associations also have a platform through which they can establish and grow a permanent presence in the city – providing a launchpad to expand their reach into the wider region – and aid them in growing their membership.

What is your main motivation to support ICCA through the Association Relations Partner programme?

In Dubai, there is a firm cognisance that healthy, vibrant associations help drive knowledge and expertise and ensure best practices and forward thinking are embedded in their respective sectors and professions. Whether that is within the city itself, where stakeholders across the public and private sectors stand ready to assist associations in setting up a local presence and bringing events, or on a global level through advocacy, thought leadership and networking, Dubai is proud to support ICCA and its global community.
What distinguishes your destination within the international association meetings market?

Jordan’s strategic location, world heritage tourism sites, well-developed state-of-the-art facilities are all proven assets in the Meeting Industry, but what truly distinguishes Jordan is its intellectual human capital. Jordan may be a relatively small country in size but its highly-skilled human capital compensates for this. Jordan’s educated and driven youth, which represent the largest portion of the population, attest to the country’s bright future ahead.

What are your main knowledge clusters? What industries are strong in your destination?

The ICT sector hosts over 600 active technology companies, 300 start-ups and several the highest performing U.S. based firms, pushing Jordan well on the way to becoming the hub of information technology in the region. ICT is not Jordan’s only strong suit; an advanced and well-equipped medical sector ranks it first in the Middle East.

The first in the region to be awarded three accreditation certificates by The International Society for Quality in Healthcare (ISQua), Jordan boasts several international accreditations for a significant number of its healthcare institutions and is the proud home of one of the best cancer specialised centres in the Middle East, King Hussein Cancer Center (KHCC), and to Al Hussein Medical Centre’s National Centre for the Rehabilitation of Amputees, which is the only facility in the region to introduce the ‘multi-movement’ upper prosthetic limb.

How can you help associations to leave a local legacy for their members and in the destination, as their partner?

Jordan initiated one of the region’s first Ambassador Programmes that celebrates Jordanian leaders, experts, and influencers who are recognised on global stages. With three international and regional bids won in less than two years since the Jordan Convention Bureau’s inception in 2017, we can confidently commit to the success of any association event.

The Jordan Convention Bureau can help associations by facilitating initiatives through support and subventions that contribute to a legacy. Depending on its needs, the convention bureau can introduce the association to the appropriate channels to bring together association members and the local community. Let us help you ensure a memorable event.
A New Landmark for Global Exchange

What distinguishes your destination within the international association meetings market?

Imagine your next event in a place where delegates can engage, learn and be inspired by the rich heritage and warm hospitality of the locals. The Sultanate of Oman has been the landmark for trading for more than 5,000 years. Oman’s been known for its people and their welcoming nature as well as other business event characteristics including;

- Strong, active and engaged associations
- Strategic location: 7 hours flying time to half of the world’s population
- State-of-the-art passenger terminal which was launched in March 2018
- Pre and post-congress programme showcasing history, culture and adventure
- A collaborative and country-wide supportive approach

- World-class venue, the Oman Convention & Exhibition Centre with 55 flexible meeting spaces
- Wide range of affordable hotels
- Oman is known as the “Switzerland of the region” and a peacemaker explains this perfectly: “To hold these congresses means a lot to us, as this will help us exchange knowledge with worldwide experts and help strengthen our collaboration for research and scholarship exchange with the world.”

What are your main knowledge clusters? What industries are strong in your destination?

Oman is a fast growing nation with plenty of opportunities for global knowledge exchange in many sectors including, but not limited to, oil and gas, transport, communications, logistics, healthcare, education, technology, agriculture and fisheries.

How can you help associations to leave a local legacy for their members and in the destination, as their partner?

Oman has a great track record, having won 24 international association conferences to date, out of which many have plans to leave a positive imprint. Dr. Khalid Al Rasadi, the President of OSLA (Oman Society of Lipids & Atherosclerosis), who has championed 2 winning global conferences bids, among others, explains this perfectly when he says: “To hold these congresses means a lot to us, as this will help us exchange knowledge with worldwide experts and help strengthen our collaboration for research and scholarship exchange with the world.”

What is your main motivation to support ICCA through the Association Relations Partner programme?

Oman’s strategic location close to target markets of Asia provides the chance to meet in a safe and welcoming place. Moreover, local associations are beginning to implement within their congress budgets support programmes that offer poorer countries the opportunity to attend these events.
Qurated for Business

What distinguishes your destination within the international association meetings market?

Qatar welcomes the world to experience a unique destination, where cultural authenticity meets modernity, with offerings in business, sports, culture and family entertainment.

Qatar is a destination for researchers and professionals who are looking for more than just a place to meet; a place where they can learn, share knowledge and experience something new, outside of the walls of a conference hall.

Qatar benefits from a high safety record, easy access, growing event management services, purpose-built venues that have a total combined exhibition capacity of 70,000 square metres, as well as an expanded transport network and burgeoning hospitality industry.

Strategically located at the crossroads of east and west, Qatar is easily accessible and an average of seven hours away from major global cities. Its award-winning national carrier connects Doha to more than 150 key business and leisure destinations across six continents.

Furthermore, Qatar’s visa waiver system allows citizens of over 80 nationalities visa-free entry, making it the most open country in the region.

What are your main knowledge clusters? What industries are strong in your destination?

Qatar’s main growth sectors include energy, education, health, science and technology, sports and urban development. These are supported by local and world-renowned experts who come from a wide range of backgrounds and cover virtually every field of expertise.

Moreover, Qatar stands out as a knowledge hub. The government invests heavily in biomedical, computing and environmental research.

How can you help associations to leave a local legacy for their members and in the destination, as their partner?

An emerging destination in the MICE industry, Qatar provides associations worldwide the opportunity to increase their membership base through the vast talent pool available in the country. Associations can also take advantage of the ability to set up their local chapters in Qatar (which can be done easily through the Qatar Financial Centre).

Qatar National Tourism Council can facilitate key introductions to stakeholders in Qatar, as well as support international associations through financial and in-kind support for international business events organised in Qatar.

What is your main motivation to support ICCA through the Association Relations Partner programme?

Qatar National Tourism Council offers the Business Events community far more than just state-of-the-art conference facilities. As a newer destination, we wish to bring together members of ICCA and the wider MICE community. Our approach is thus focused on attracting events which match Qatar’s existing growth sectors, creating more enriching MICE experiences for business visitors while making significant contributions to the country’s economic and intellectual landscapes.
From pristine beaches and expansive deserts, to majestic mountains and historic forts, Ras Al Khaimah offers an exceptional backdrop for various events in the MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism sector.

As the fastest growing tourism destination in the Middle East, and home to high-profile adventure attractions including the world’s longest zipline, Ras Al Khaimah offers memorable experiences to both leisure and MICE travellers.

While it continues to build resounding credentials within the region’s MICE sector, the Emirate has already attracted many key conferences and events over the last few years, such as Arabian Hotel Investment Conference (AHIC), Association of Independent Tour Operators (AITO), Belgian Travel Summit, and inVOYAGE: Luxury MICE, with upcoming events such as World Travel & Tourism Council Middle East Leaders Forum 2019 and PATA Annual Summit 2020 already marked on calendars.

Only a 45-minute drive from the Dubai International Airport, Ras Al Khaimah is a boutique MICE destination with a highly competitive inventory of facilities including, five-star hotels and resorts, two 18-hole golf courses and the region’s first of its kind convention centre, Al Hamra International Exhibition & Conference Centre.

An impressive architectural milestone, Al Hamra International Exhibition & Conference Centre boasts spellbinding sea and garden views, spanning a total area of 4,500m2. The interiors are resplendent and welcoming with the lobby lounges evocative of luxury hotels. Contemporary materials add to the interior design elements as homage to the local culture with elements of Arabic design. The venue is not only perfect for corporate MICE planners looking for a unique location, but also ideal for hosting weddings and large-scale private events.

As Ras Al Khaimah aims to host more events, conferences and incentives groups through partners and MICE planners, the Emirate also hopes to introduce its authentic Arabian culture and heritage to visitors, encouraging them to experience the destination’s untouched natural beauty and full breadth of star attractions and activities.

As ICCA is the global community and knowledge hub for the international association meetings industry, Ras Al Khaimah looks to further strengthen its MICE profile on a global stage and build ties with the international association community through the ARP programme. As ICCA represents the world’s top destinations and most experienced and leading suppliers, Ras Al Khaimah is keen to amplify its destination awareness even further, reinforce existing relationships with key partners, and secure new wins, ranging from high-level association meetings to corporate incentives programmes.

Boasting a diverse array of natural landscapes that appeal to visitors of all kinds and offering unforgettable experiences such as pearl farm tours, desert safaris, kayaking in the mangroves, and Jebel Jais Flight: The World’s Longest Zip Line, Ras Al Khaimah is an adventure of a lifetime.
Ideas for promoting your international event

Location

Our location at the crossroads of international trade routes between Asia, Europe, and Africa offers iconic premises in distinctive locations, ideal for team building exercises and business meetings. The hospitality sector in Riyadh city offers dedicated co-ordination for events and catering alongside customised solutions for results-driven meeting experiences.

Riyadh International Convention & Exhibition Centre is a major place of interest for international traders, especially in its leading role as the heart of the Islamic and Arab worlds. Riyadh King Khalid International Airport is approximately 35 kilometres from the venue, serving a capacity of 14 million passengers annually, 7 million of them being international travellers for business and leisure. The capital city, Riyadh, is the home of international businesses such as The Dow Chemical Company, Huawei Tech Investment Saudi Arabia, GE Saudi Arabia, among others. Air transportation is complemented by road transportation services operating 24 hours every day, comprising of taxi and private car services.

Our knowledge clusters

Business development around the Riyadh International Convention and Exhibition Centre is the strongest due to several firms clustered together, from chemical, healthcare and manufacturing to the biggest of all: the oil industry. The General Investment Authority, the Public Investment Fund, the Ministry of Commerce and Investment, among others, are turning Riyadh into a business hub in the Middle East. The knowledge clusters in the city create critical collaboration and an impressive mass of growth and investment opportunities; in fact, for the reasons, business and venture capital advisors are attracted to the Riyadh International Convention and Exhibition Centre more than any other city in the country.

Leave a legacy

Riyadh International Convention and Exhibition Centre hosted international conferences and exhibitions throughout 2018, including the Saudi Franchise Expo (5-7/02/2018); Riyadh International Book Fair (14-24/03/2018); SFDA Annual Conference & Exhibition (25-27/09/2018); Saudi International Bakery & Pastry Exhibition (14-16/10/2018); and Middle East Electricity Saudi (15-17/10/2018). That is just to name a few. The legacy left in terms of developments in education, healthcare and minerals, and many more sectors besides, were achieved through those conferences.

Why Riyadh?

Not only are we the capital and largest city in Saudi Arabia, our biggest achievement and ambition is to improve the industry, connect global suppliers with local clients, and to support the Government’s orientation in the development of the meeting industry.
The mature and thriving North American association market

Joanne Joham, CMP, CMM, ICCA Regional Director North America

The value of associations in North America

Associations have always been an integral part of North American business life, and most professionals keep up their affiliation with multiple organisations. As the leader for global association business, ICCA stands out amongst meetings industry professionals as the organisation all need to embrace, both from the association executive side as well as the member side, to remain relevant in the global marketplace. ICCA serves as a highly respected international organisation offering unique and unparalleled global resources.

The associations taking an active part in ICCA’s community value the benefits they receive through knowledge transfer with leading global industry suppliers that supports business practices and professional development.

North America as a leader in the association market

Our North America members in Canada, Mexico and the U.S.A. regard ICCA Statistics as an indicator of success in the association market. The United States consistently tops the Country listing, while Canada achieved tenth place in 2018 in the same ranking. When it comes to cities, individual destinations compete for bragging rights on winning the most meetings. In Mexico, even politicians mention the ICCA rankings and on the highest level encourage locations to contribute to the overall standings for the good of the country. ICCA Statistics are therefore relevant and the ranking important to cities, countries, politicians and most of all, our association executives.

Sustainability

The concept of sustainability has long been embraced by certain locations and has now become an important component of association bids and requirements. Convention centres are being built with the idea of producing sustainable products in their open and rooftop areas, and local and regional laws are being passed to ensure the preservation of the environment from a governmental point-of-view. Some regions have banded together to promote new sustainability guidelines and individual localities; CVBs and Venues embrace sustainable concepts in line with local laws and restrictions.

For example, the US-based Events Industry Council has launched their Sustainability Initiative, which has the mission to transform the global meetings industry through sustainability. It is believed that the demands that sustainability places on our society and industry requires all of us to be a part of the solution.

58th ICCA Congress as a stepping stone to the future

Relevance, exposure and practicality are baseline criteria for Congress participation decisions amongst many North America-based organisations. For the first time in 32 years the ICCA Congress is returning to the U.S.A., which gives North American members and prospective members easy access to Congress attendance. Airlift to Houston is extensive and convenient for all international attendees.

Collaboration is a key element of the Houston Congress; support from our global partners and the Chapter’s three countries will form an integral part of the event’s organisation.

Houston is a hub for Innovation and Technology, and there is no better time than 2019 to be in the city of Mission Control and join in the celebrations of the 50th anniversary of Neil Armstrong’s first step on the moon. In a manner of speaking Armstrong’s famous quote, "That’s one small step for (a) man. One giant leap for mankind", should be our guiding principle for the ICCA Congress and beyond. Our small step in attending the Congress will provide the basis for a world of opportunity and benefits from ICCA Membership and affiliation.
Regional statistics about the North American association meetings market

Number of meetings in North America in 2018:

<table>
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<tr>
<th>Rank</th>
<th>COUNTRY</th>
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</tr>
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<tr>
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<table>
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<th>Rank</th>
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<tbody>
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<tr>
<td>2</td>
<td>Toronto, ON</td>
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<td>3</td>
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</table>

ICCA Statistics Reports and Publications

ICCA has been tracking the growth of the international association meetings sector since 1963 and releases its highly-anticipated annual market report for the previous year each June. The latest statistics for 2018 are available for download now in the Knowledge section of www.iccaworld.org.


Source: ICCA Destination Comparison Tool (April 2019)

This data only includes association meetings taking place regularly (e.g. annually, biannually, etc), rotating between at least three different countries and with at least 50 participants. These graphs and tables are based on all meetings of which the relevant data is known in April 2019. ICCA destination rankings by number of international association meetings are ranked according to the "standard competition ranking method".
IMEX Frankfurt
12 - 14 May 2020

Save the date: Association Expert Seminar 2020
9 - 11 May 2020

Improve the efficiency and effectiveness of your meetings! Held just before IMEX Frankfurt, the AES brings association executives and ICCA Members together to establish stronger and more productive business relationships and get the latest industry news.

www.aes2020.iccaworld.org
For more information and to explore the 2019 programme visit www.fyp2019.iccaworld.org
The ICCA community’s largest annual gathering!

- World-class, custom-designed education
- High-level networking with senior executives from the meeting industry’s leading suppliers
- Identify potential new destination partners

Upcoming ICCA congresses

**58th ICCA Congress**
Houston, U.S.A.
27-30 October 2019
www.congress2019.iccaworld.org

**59th ICCA Congress**
Kaohsiung, Chinese Taipei
01-04 November 2020

**60th ICCA Congress**
Cartagena de Indias, Colombia
24-27 October 2021
What is the ICCA Association Portal?

A unique online platform designed to assist association executives in organising quality meetings! Through the ICCA Association Portal you can:

- Connect with peers
- Update your meetings information
- Access meetings publications and case studies
- Access a database of top suppliers
- Apply to attend leading meetings industry events as a Hosted Buyer
- Receive advice on your bid document