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## Istanbul Convention & Visitors Bureau appoints Redmint as PR Agency for number of European countries

Category: [Agency & Association](#) Created on Monday, 19 January 2015 13:30

The Istanbul Convention & Visitors Bureau (ICVB) has appointed Redmint Communications as its public relations agency for the UK, France, Belgium, Germany and the Netherlands.

Redmint Communications will be promoting, publicising and strengthening Istanbul's brand image as a leading congress and meetings destination via an effective and meaningful PR strategy in the UK, France, Belgium, Germany and the Netherlands.

As a historical meeting point between East and West and spanning two continents, today's Istanbul is a leading MICE destination offering unique and exciting venues. The city has the capacity to host every type of event, from bespoke incentives to meetings for up to 30,000 for corporate and leisure visitors alike. Combined with Istanbul's historic venues, palaces, cisterns and more, it offers meeting planners a variety of remarkable options to create truly outstanding events. Accommodation in Istanbul is both numerous and offers a selection across the spectrum.

Easily accessible from around the world, Istanbul is served by nearly 300 international airlines at its two airports. Turkish Airlines, named 'Best Airline Europe' by Skytrax for four years running, has a network of more than 260 direct flights and flies to more countries than any other airline in the world.

Istanbul was ranked 8th in the world by the International Congress and Convention Association in its 2013 Rankings for Cities and Countries and 1st for large congresses of 300-500 guests.

ICVB was founded as Turkey's first destination marketing bureau in 1997 and today offers a wide range of services to help promote Istanbul as a MICE destination while assisting organisers in creating exciting events around the city. Ozgul Ozkan Yavuz, General Manager of ICVB, says of the appointment of Redmint: "We are delighted to have appointed Redmint Communications as our public relations agency for the UK, France, Belgium, Germany and the Netherlands. With their unrivalled knowledge of Turkey and Istanbul, and their MICE experience to date, not to mention vital contacts, we feel confident that they will help take Istanbul into a new phase in its appeal as of the world's top MICE destinations."



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