Features

12 >> Business events, politics
Rod Cameron looks at the new global dynamic of business events meeting politics.

14 >> PCMA push into Europe
CMW talks to the PCMA’s new EMEA regional business director, Luca Favetta.

17 >> Gulf hospitality
The Gulf is known for its hospitality, and with major development underway, there is more reason than ever for event organisers to check in.

20 >> The Big Interview
CMW hears from Cvent CEO Reggie Aggarwal.

27 >> IMEX: Going green
CMW looks ahead to IMEX Frankfurt and studies the new-for-2017 green initiatives.

32 >> Brussels: a fresh dynamic
The director of the Convention and Association Bureau at visit.brussels tells CMW what the future holds for the Belgian capital.

35 >> A walk around Belfast
CMW takes in the capital of Northern Ireland.

37 >> Germany’s expertise
Germany is highlighting the country’s expertise in key economic sectors.

45 >> Culinary experience
Catering questions to consider.

46 >> Singapore sling
CMW talks to the creative minds helping Singapore’s venue scene flourish.

50 >> Let’s do launch
A look at how the Conference Resource and the COPD Foundation delivered its conference in Washington earlier this year.

52 >> Dubai’s towering success
Tom Hall catches up with key MICE organisers in Dubai, and learnt about the Emirate’s epic incline.

56 >> Centre security
Geoff Donaghy says conference centres are revisiting their emergency protocols in the wake of terror.

59 >> Get with the programme
Introducing the UK’s new event apprenticeship scheme.

66 >> Plotting the course
CMW meets the new head of Istanbul Convention Bureau, Hicran Özbük.

Regulars

8 >> News
A round up of the biggest news affecting the industry around the world.

11 >> People and places
New appointments and location news.

62 >> Gallery
Snapshot from events in Turkey, London and Dubai.

We share the vision in driving the development of the MICE industries for mutual benefit of both countries”
- PRESIDENT OF TCEB, NOPPARAT MAYTHAVEEKULCHAI
How are you coping with the aftermath of the terrorism incidents and how has Istanbul’s MICE business been affected?
Unfortunately, we are living in a time of turbulence throughout the world. Istanbul has not been an exception.
Over the last year, there have been coordination efforts led by the Istanbul Governorate and the Istanbul Metropolitan Municipality to address security and avoid undesired events. We also collected video testimonials from associations and organisers during their international congresses in Istanbul. Rather than us just saying the city is secure, it was time to let them speak.

Which countries bring in the most MICE business?
In 2016, the top five countries of origin congresses for Istanbul were the USA, UK, Germany, Austria and Belgium.

Which destinations are your main competitors and why?
All destinations have different culture, history and infrastructure and all offer different experiences. Rather than competitors, I would say there are many destinations that are in the same league as us, especially the big metropolitans in the same region.

Which sectors are strongest for Istanbul for conferences?
In 2016, for Istanbul they were: technology (19.9%), science (17.5%), medical sciences (10.5%) and law (8.7%).

In this International Year of Sustainable Tourism for Development, what initiatives does Istanbul have?
The ‘Turkish Ministry of Culture and Tourism’s Green Star Certification Programme’ won the Green Apple Environment Award by The Green Organisation and Istanbul CVB member venues are leading initiatives to create a natural environment, reduce energy usage and use minimal non-renewable resources. Istanbul also saw a 100% increase in the number of Green Star hotels in the past year.

What initiatives are coming from government designed to help the tourism industry in the city?
As Istanbul CVB, we are taking the industry needs and suggestions to relevant ministries in order to create new services and opportunities for the industry, such as tax exemptions, financial support, promotions activities, and so on. Several topics are with the ministries and in the process of approval. We are living in a time of turbulence and this situation creates misperceptions about destinations. On behalf of Istanbul, including the public and private bodies, we all need to be more visible in the international platforms. We need to interact face to face to explain the real situation in Istanbul and spread out one single message for our city. More importantly, we also need to host more international clients so they can witness the daily life with their own eyes.

What message would you like to give to the international MICE industry?
First of all, we would like to thank all international associations that have selected Istanbul in our difficult times. We are confident that Istanbul will always stay as a desired city for both leisure and business tourism.