



## Meetings – a resilient industry

Darwin set the principle, then many brands such as PanAm and Kodak painfully reminded us: survival is not a matter of size, strength, violence, but adaptability. And in this respect, the meetings industry has stepped up to the mark.

- **Image problem.** This started a decade ago when events such as an AIG retreat provoked even US President Obama to question the need to organise meetings. Our industry

responded with the Meetings Mean Business movement and has been arguing ever since that meetings are about communicating, sharing knowledge and training people, provoking useful debates and fighting prejudice. Convention bureaux consistently work with their government to ensure that cities remain attractive to meetings.

- **An active player in the big issues.** The power of meetings can be seen in this

year's IBTM World, in which UNWTO is present, showing awareness of the importance of meetings both as a way to reduce of environmental impact and to stimulate the decision-making that fights climate change. We were a frivolous industry a decade ago and we have shaped up so much since, that the United Nations is taking us seriously and even participating in our events.

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### Be courageous, challenge convention



"We care about a celebration of art and culture. F\*\*\* the monoculture." These were the last words of the opening talk of the show by former CEO of Kickstarter Yancey Strickler. He and partners Charles Adler and Perry Chen started work-

ing on Kickstarter in 2004 and by April 2009, the site was live. Within a week, a product was funded, someone whose promise was, give me \$5 and I will draw you a picture.

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### Vital funding for South Africa convention bureau



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### ICC Wales books first events



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### Aim Group and Siaarti win IAPCO Collaboration Award



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PHOTO  
OF THE DAY

**SUSTAINABILITY**



**Buzzing Cankarjev dom**

CD Congress Centre Ljubljana or Cankarjev dom is preserving the threatened bee population by keeping hives on the roof of the venue.

The philosophy of the centre is not only to foster culture and the arts but to conserve human heritage and nature. In keeping with these principles, the first four beehives were installed on one of CD's rooftop terraces in spring 2011. Cankarjev dom proudly claims to be the pioneer of urban beekeeping in Slovenia.

The bees fly within a radius of 3km, taking in Ljubljana's flowering trees and gardens in the Tivoli Park, the Rožnik green and Castle hill, which provide rich bee pasture.

The honey produced by the bees of Cankarjev dom has been analysed and pronounced to be excellent honey by the Reference Laboratory Bremen and has earned the SMGO certificate of quality (Slovenian honey with protected geographical indication). Sweet success.

Stand i20



**Chopsticks tap into creative gene**

Many delegates at a science conference at Sendai International Conference Center visited the Sendai Tourism Convention and International Association

Stand H80



**Kyoto sustains sustainability**

Kyoto was founded as the country's first permanent capital, with sustainability deliberately built into the design of the city. For example, green tea agriculture was introduced at the founding of the city to develop social and economic stability in the capital. Tea is a perennial crop and the long-term investment helped create a secure and sustainable agricultural industry.

A subsidy perpetuates the city's commitment to sustainability and Kyoto Convention and Visitors Bureau (KCVB) pays up to Y300,000 (US\$2,800) of the costs of incorporating Kyoto's traditional culture in qualifying MICE events. This makes Kyoto an attractive and competitive destination.

★ .....

The Mauritius Ministry of Tourism in collaboration with the Indian Ocean Rim Association (IORA) organised the Sustainable Tourism Destination Management workshop in May this year, with a view to promoting the development of sustainable tourism in the Indian Ocean region. The event included a visit to the sustainably designed **Long Beach Golf & Spa Resort**, where participants looked at solar panels, the way the hotel treats and recovers waste water to irrigate the gardens, and water bottling on site to eradicate the use of 700,000 plastic bottles per year.

Stand O50

stand between sessions to make chopsticks by planing and sanding zelkova or cherry tree wood. The task was supported by students, who were on hand to bridge the language barrier and assist with English.

Delegates were delighted with the results and comments included: "It was recycling and it was a lot of fun," and, "I was able to do it well even though it was the first time."

This was the first time Sendai CB had held the event, which was set up in cooperation with Sendai My Chopstick Making Association. "We would like to continue working on creating events that will make visitors glad they came to Sendai," said director of the convention bureau Tatsuya Shoji.

Typical activities include tea ceremonies, handmade gifts for delegates from local artisans, Zen meditation classes, workshop visits and/or hands-on classes with craftspeople, plus traditional performances such as Taiko drums and music and dancing by Maiko and Geiko (Kyoto-style geisha).

The 59th Annual Meeting of the Japan Diabetes Society (JDS 2016) brought 14,000 participants, including medical professionals and local residents, to the city. The convention bureau partner Kyoto Museum of Traditional Crafts made 13,800 special conference bags out of traditional Chirimen fabric (Japanese Silk Crepe) and tags with the JDS 2016 logo.

The total value of the bags was some Y12.6m (US\$115,000), supported by the Kyoto Culture for Meetings Subsidy. It was the largest number of traditional gifts ever to be purchased for a meeting in Kyoto and delegates were able to take the bags home with them.

Stand H72

★ **Wellness, high on the agenda**

Eventwell ran a campaign in Britain to highlight mental health within the events industry. It also saw the emergence of World Obesity's 'Healthy Venues' accreditation, to combat obesity. Venues have achieved this standard of looking after both the nutrition and activity levels of delegates while on site. Wellbeing is either supplementing or replacing the industry's concern over sustainability.

Source: IBTM World Industry Trends Watch 2017



**Incheon confirms green city status**

**Incheon** City has made its mark as a business and meeting destination, with the state-of-the-art Songo Conventia convention centre, environmental credentials as a low carbon Smart & Green City and its status as Korea's first free economic zone Incheon Free Economic Zone (IFEZ). In addition, it is the first Asian destination to be certified as a



**Copenhagen sustains CSR**

Copenhagen hosted two global CSR events when Sustainable Brands' Northern European conference and newcomer Responsible Business Events opened their doors to delegates on October 30 at Radisson Blu Scandinavian Hotel.

Sustainable Brands' community of global brands includes Coca-Cola, Siemens, IKEA, Unilever and Novo Nordisk. Called 'Redefining the Good Life', this year's conference focused on the emergence of today's social and environmental challenges and how the organisation is stirring global business and brand leaders to drive positive change. The conference attracted some 500 sustainable business leaders from around the world.

The new Responsible Business Events conference provided meeting planners and agencies with the tools and know-how to think and act sustainable to support a company's or client's CSR strategy. The conference featured leading experts in the field such as United Nations Development Programme, MCI Sustainability Group, Unilever Food Solutions, Carlson Rezidor and Bella Center Hospitality Group.

Stand E20

Sustainable Destination (ASTM) and has attracted the events of organisations such as the GCF (Green Climate Fund).

Last year, Incheon city launched the 2030 Vision Strategy of IFEZ and presented its implementation strategies for that vision.

To develop Incheon into a regional hub that will enhance Korea's competitiveness in the service industry and in MICE in particular, the city will complete the second phase of Songdo ConvensiA, which will double in size in 2018, making it more attractive for large international events. There are also plans to develop the tourism and cultural credentials of IFEZ and to enhance the city's appeal to the meeting industry. And by creating partnerships with the venues and destinations in the Incheon region, Incheon City will contribute to job creation and revitalise the local economy.

Stand G51