

MICE: destination

THE DIGITAL MAGAZINE FOR THE INTERNATIONAL MICE INDUSTRY

EDITION 1 2017
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IN FRANKFURT AND MICE EAST
AFRICA FORUM & EXPO IN ADDIS
ABABA, ETHIOPIA

EXPERIENCE MAURITIUS – 19 TO 24 MARCH 2017

AN EXTRAORDINARY PARTIALLY* HOSTED BUYER PROGRAMME TO THE INDIAN OCEAN

This fantastic event is sponsored by



and a selection of national partners including the hotel sponsors

TROU AUX BICHES RESORT & SPA,
TROU-AUX-BICHES, MAURITIUS



MAURITIUS

2,000 sq. km / 1,200 sq. miles of tropical paradise – stunningly beautiful nature, some of the world's most extraordinary beaches combined with a large choice of stunning 5*-hotels and resorts offering extraordinary services to meeting, incentive, conference and event planners. Be it an exclusive meeting or a large-scale conference – from the hotels to the largest convention centre in the Indian Ocean you will find it in Mauritius!

It is our great pleasure to invite you to our programme to Mauritius created in cooperation with the Mauritius Tourism Promotion Authority, Air Mauritius and local vendors.

This programme is designed for decision-making planners for meetings, incentives, conferences and events. To apply for this programme, please complete the application form and provide 3 past event references of the last 18 months. You will also need to provide passport details. The programme starts with your arrival at the islands international airport on 19 March and ends with your airport transfer on 24 March.

[Please click here to apply for this stunning programme!](#)

THIS PROGRAMME IS FULLY HOSTED UPON YOUR ARRIVAL IN MAURITIUS.

Not included in this programme are travel insurances and personal expenses - for example room service, minibar, private excursions etc.

International flights are not included in the programme.

A promotional rate from Air Mauritius are available for economy class is available with connections from/to

- » Paris CDG at EUR 848 all incl, subject to availability in E Class
- » London LHR at GBP 674 all incl. subject to availability in B Class

INCLUDED AIR MAURITIUS TOP BONUS:

Participating buyers will receive a refund of their Air Mauritius ticket rate with their first Air Mauritius group booking after the Hosted Buyer Event!

This is not limited to flights from London and/or Paris.

PUBLISHER'S NOTE

Dear Reader,

it is our pleasure to introduce the beautiful destination of Mauritius to you in this edition of MICE:destination. And even better – you are invited to apply for an extraordinary Hosted Buyer Programme to Mauritius taking place from 18 – 25 March!

And we have two more hosted buyer programmes for you in this edition:

» IMEX in Frankfurt – join our hosted buyer group for 2 or 3 days. 16 – 18 May 2017.

This programme is reserved for European Buyers!

» MICE East Africa Forum & Expo in Addis Ababa, Ethiopia, 8 – 10 June 2017

We are also introducing the beautiful city of Heidelberg, Germany for you! In Heidelberg, romance meets science... - and your group?

Don't miss our continued coverage of the African continent! See our coverage of Meetings Africa, taking place next week in Johannesburg, South Africa for you, MICE Media Marketing will be in attendance and we will come up with an event review in our next edition!

Jens Hoffmann went to India to review International Buddhist Conclave 2016 and destination for you – see the impressions!

What's to come next?

In our edition 2/2017 we will cover Beijing and Shanghai for you; we will review on Meetings Africa and we will look forward to IMEX in Frankfurt and to MICE East Africa Forum & Expo...

As always, you are invited to share the download link with your colleagues and friends.

Sincerely yours

Martina Warter

General Manager & Publisher

MICE Media Marketing

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HOSTED BUYER

PROGRAMMES

Are you interested in:

MAURITIUS

March 2017

[See the information on Page 2!](#)

**MICE EAST AFRICA
FORUM & EXPO 2017**

8 – 10 June 2017

Addis Ababa, Ethiopia

[See the information on Page 5!](#)

**IMEX IN FRANKFURT FOR
EUROPEAN BUYERS**

Are you a qualifying buyer and you wish to attend IMEX in Frankfurt?

Choose between 2 or 3 days at the show! [Find more information on our Website!](#)

MICE EAST AFRICA FORUM & EXPO 2017

ADDIS ABABA, ETHIOPIA

8-10 JUNE 2017



HOSTED BUYER INVITATION

In 2016 the first MICE East Africa Forum & Expo was not only a highly successful event - it was a kick off for many regional suppliers to invest in this particular segment of tourism!

Forum session has been highly frequented by international guests and local suppliers creating a tremendously positive mood for future events.

The 2017 3-day event will allow attending delegates - international buyers and hosted buyers - to meet with more than 100 exhibitors from the East African Region and is expected to generate more than 30 million USD of revenue for the hosting country Ethiopia and the entire East African Region.

Experience Addis Ababa's MICE infrastructure and the cities' top level suppliers and meet with the major Ethiopian tourism offices; the East and Central African country tourism organizations, airlines, hotels and resorts with suitable MICE facilities, local venue providers and vendors, professional conference and event organizers, destination management companies etc.

The hosted buyer programme includes

- » Round trip air tickets from select gateways to/from Addis Ababa, Ethiopia
- » Up to 4 night hotel accommodation including breakfast during the show
- » Free admission to the exhibition hall
- » Free admission to the East Africa Innovation Center
- » Free admission to the event's networking functions
- » The food & beverage services of the event
- » Ground transportation
- » A minimum of 25 valuable business appointments during the 3-day event.
- » Optional attendance at pre- or post event tours.

In cooperation with the event organizers, we have created a priority online application form for you on our web server. This information is shared exclusively with the organizer's qualification team.

Find additional information on our website

micemm.com/index.php/hosted-buyer-events/mice-east-africa-forum-expo

and the show website: www.miceeastafrika.com

For your hosted buyer application, please click here:

survey.micemm.com/index.php/374368/lang-en.



ASIA PACIFIC

PATA AND MICROSOFT COLLABORATION PAVES WAY FOR DIGITAL TRANSFORMATION IN TOURISM INDUSTRY

The Pacific Asia Travel Association (PATA) has announced a collaboration with Microsoft that is designed to improve tourism data collection and develop advanced analytics that help travel industry operators better serve their customers.

Experts from PATA and Microsoft will work together to upgrade the PATAmPOWER online data platform that gives members a broad range of timely insights into the Asia Pacific visitor economy.

This collaboration benefits all 850-plus PATA members including government, state and city tourism bodies, international airlines, airports and cruise lines, educational institutions and travel industry companies in 101 countries.

PATA CEO Dr. Mario Hardy said, *“With this collaboration our goal is to produce even better data more quickly to our members in both graphic and tabular formats. The challenge with visitor data is that it is often one dimensional and pulled from a limited number of sources that may render analysis difficult and misleading.*

“We will also work together on mechanisms for data fusion and linkage, geo-tagging for PATA member attractions, and analysis of travellers’ data through credit card expenditure and social media feeds. This will ensure data is pulled and analysed from various visitor touchpoints so that PATA members are privy to complete visitor information. This enables our broadly-based membership to plan more effectively the promotions and campaigns that target different consumer groups,” he added.

Erick Stephens, Chief Technology Officer, Microsoft Public Sector Asia, said, *“We are pleased to collaborate with PATA to enable its members to transform the way they engage with travellers and capture, through data, the business opportunities of tomorrow. Building better, stronger engagements by harnessing data for a complete view of customers and drawing actionable intelligence, predictive insights that can deliver personalisation at scale have become crucial for the business of today.”*

Data and insights will be shared at technical or strategic demonstrations and workshops at various PATA events as

well as stand-alone training programmes directed towards PATA government members. Such technical sessions will allow participants to learn the tools of the trade, such as the analytic components, while the strategic sessions will focus upon the vitally important area of data interpretation.

JAPAN, KYOTO BRINGS NEW CONGRESSES TO ASIA

Kyoto wins 4 high level scientific and scholarly congresses, Including meetings that haven’t been held in Asia and Japan before!

Kyoto’s streak of success reveals a trend that Asia is becoming an increasingly important destination for international meetings. Kyoto’s comprehensive bureau support, great selection of world class meeting facilities, strong local hosts, traditional cultural heritage, and cutting edge innovation offer a perfect mix of what high quality scientific and scholarly conferences need to make the first big step into Asia.

The World Conference on Carbon (CARBON 2020)

CARBON will be held from June 28 – July 3, 2020 at Kyoto’s centrally located Miyako Messe (congress and exhibition center) with 800 delegates from 30 countries expected to participate.

KCVB provided materials to the local host to maximize the potential for success. Kyoto’s heritage of traditional culture and Japan’s cutting edge innovation were especially important in attracting CARBON.

Japan has lead the world in carbon research for many years and is home to great industry partners for the conference. Three of the world’s greatest carbon material manufacturers are located in Japan.

Also, Kyoto is one of the great birthplaces of carbon innovation. In Japan, the charcoal that is used to boil the water for the tea ceremony is considered a form of art and an integral part of the ceremony. Fine artisans create the highest quality charcoal by hand, harvesting wood sustainably and acting as stewards over the mountains. This quality was recognized by Thomas Edison who used carbonized bamboo filaments from Kyoto to create his lightbulb.

Furthermore, carbon materials are renewable and play a key role in the cutting edge development of green technology. Kyoto’s dedication to the environment put it perfectly in line with values of the conference.

The 46th Annual Meeting of the International Society for the Study of the Lumber Spine (ISSLS 2019)

At their annual meeting this May in Singapore, ISSLS chose

Kyoto to host their annual meeting in 2019. ISSLS 2019 will be held at the Westin Miyako Hotel from June 3 – 7 with approx. 520 participants from 28 countries in attendance. Kyoto's local committee carefully prepared for an entire year to present the bid with KCVB providing support, resources, and know-how. KCVB also introduced the committee to appropriate local partner, helping the bid to be successful.

ISSLS was held once before in Kyoto in 1989, but until recent years, the ISSLS rarely visited Asia. As of the 40th meeting held in 2013, ISSLS had only been held in Asia three times. However, the Kyoto 2019 meeting will mark three meetings held in Asia in just a seven year period of time, showing a strong shift towards Asia. (Seoul 2014, Singapore 2016, Kyoto 2019)

The 31st Annual Meeting of the Society for the Advancement of Socio-Economics (SASE 2018)

During their Annual meeting held in Berkley, CA in June of this year, SASE chose Kyoto to host the 30th annual meeting from June 23 – 25, 2018 with 1,000 delegates from 18 different countries expected.

Kyoto is the first destination outside of Europe or the Americas to ever to successfully attract SASE. 2018 will be a milestone year for SASE as Kyoto will be its first ever meeting in Asia. Throughout the bidding process, KCVB worked with local representatives to provide consulting, tools and other support including subsidies for the meeting.

Kyoto's Doshisha University, which will host the congress, has a strong international presence in the field of socio-economics. SASE 2019 is expected to establish Kyoto as a base for socio-economic study in Asia. There are high expectations that the congress will increase Kyoto's notoriety and spread understanding and appreciation for Kyoto and Japan throughout the world. KCVB hopes that this can pave the way for SASE and similar meetings to add Asia into their regular rotation.

5th World Parkinson Congress (WPC 2019)

In June of this year the WPC chose Kyoto in a unanimous vote to host their first Asian congress. WPC will bring approximately 3,200 delegates from 50 different countries from June, 2019. WPC invites patients and families to participate and is expected to have a significant impact in the lives of people with Parkinson's in Japan and Asia.

As an innovative, young congress that is experiencing rapid growth, a successful meeting in Asia is crucial for the future of the congress. Factors like Japan's highly respected Parkinson's doctors and specialists, including doctors in Kyoto, the destination's safety, and the bureau's

proactive support in engaging with the congress's vision that helped give WPC the confidence they needed to bring their congress to Asia for the first time.

KCVB representative, Matthew Stevens comments that Kyoto would like to bring more congresses to Asia.

"As Asian meeting destinations, we all are very aware of the great contribution that international meetings offer our communities, so of course we compete fiercely with each other. But ultimately I believe we all know we are in the same boat. This friendly competition is building capacity and demand for the meetings industry in Asia.

"Here in Kyoto, we recognize that international meetings are building a better future for the world and we want to support them in their vision. We want to encourage congresses that aren't coming to Asia to broaden their perspectives, look beyond their current comfort zones. We have something special to offer here that can't be found anywhere else in the world and we have the support and resources to make sure your first meeting in Asia will be a success. We want to see many congresses coming back again and again to Kyoto, but we also hope we can contribute to opening new doors for Asia."

For more information: <https://meetkyoto.jp/en>

MALAYSIA TO EMBARK ON ICCA CONGRESS KUCHING STUDY

The ICCA Malaysia Committee had their first meeting of 2017 in mid January to review the ICCA Congress 2016 summary provided by the Local Host Committee. The 2016 ICCA Congress which took place in Kuching, the capital city of Sarawak from November 13-16 last year, welcomed 834 participants from 60 countries. The host country Malaysia fielded 92 participants, the largest ever Malaysian delegation to any ICCA Congress, with many ICCA Malaysia members taking the opportunity to enrol their team members for a chance to rub shoulders and learn with the industry's global experts and practitioners. Two CSR programmes – one was targeted at raising awareness of the endangered orang-utan or "man of the forest", while the other was to instil and nurture the love of reading among the children of Sarawak – helped ensure that this Congress not only brought direct expenditure benefits to the state of Sarawak, but also left a philanthropic footprint that will remain long after the event concluded. The success of these two CSR programmes is only two of the many "beyond tourism" benefits of

hosting the ICCA Congress. More 'intangible benefits' will be researched and documented by a team member of the Malaysia Convention and Exhibition Bureau (MyCEB) as she explores the various inter-organisation collaborations that led to- and took place during ICCA Congress.

"It is important to examine the intended legacies of this ICCA Congress in order to gain greater understanding of the potential benefits an event can deliver to a host destination, particularly for 2nd tier cities – like Kuching – if leveraging strategies are implemented correctly," said Ms. Manisa Mohamed Nor, when asked about her study. *"One key finding will be on how hosting the ICCA Congress in Kuching created new business partnerships, and what these are."*

Ms. Ho Yoke Ping, General Manager Business Events, MyCEB and Chair of ICCA Malaysia Committee, said: *"This project is in line with MyCEB's strategic goal to drive deeper engagement and cooperation with Malaysia's public and private sectors so that the nation will continue winning international conventions. This initiative underscores the need to review and focus event evaluation in a way that Malaysia can learn and improve at subsequent event bidding, planning, and eventually hosting the event. Ultimately, it is not just about the dollars and cents but how we as the host community, can optimize the cross-leveraging opportunities that are presented."*

Ahead of the Congress taking place in Kuching in November 2016, the ICCA Malaysia Committee with the full support of the International Congress and Convention Association (ICCA), had already exemplified how such a carefully planned leverage strategy can amplify the event's benefits. ICCA President Mrs. Nina Freysen-Pretorius had discussions with Malaysia's Minister of Tourism & Culture and the Chief Minister of the state of Penang when she attended the World Tourism Conference held in Penang as a speaker. This demonstration of cross-leveraging was further expanded when she and ICCA CEO Martin Sirk re-routed their journey to Kuching for the ICCA Congress, with a stop-over in Kuala Lumpur to attend an inter-ministries forum on the real benefits of international conventions hosted by the Deputy Secretary General of the Ministry of Tourism & Culture of Malaysia. This was followed by a meeting with the Deputy Tourism Minister at Malaysia's Parliament and later by a courtesy call to the Governor of Sarawak when both of them were in Kuching.

"These are excellent examples of inter-organisational collaboration that have helped to shape the overall success of the ICCA Congress Kuching. One of the strategic goals as outlined in the newly launched Malaysia's Business Events

Roadmap 2020 is to deeply engage government ministries and agencies to communicate how business events will play a major role in achieving the 2020 goals of every government ministry. Our ultimate objective is to get the full support from in the full government to help Malaysia bid, plan and leverage on international conventions. We are proud and appreciative that ICCA had given us their support to help us leverage the opportunity for an independent, third party voice of wisdom and global experience in the various meetings with Malaysia's government officials," added Ms. Ho.

MIDDLE EAST

DUBAI CONCLUDES 48TH IAPCO ANNUAL MEETING & GENERAL ASSEMBLY

- » Dubai becomes the first city in the GCC region to host the IAPCO meeting and general assembly
- » 120 participants from over 30 countries in attendance to discuss the key theme at hand – creating opportunities and leading the future

Dubai, United Arab Emirates: 19 February 2017: Dubai successfully concluded the 48th International Association of Professional Congress Organisers (IAPCO) Annual Meeting & General Assembly, which took place on 16-19 February at the Hyatt Regency Dubai Creek Heights. Hosted by Dubai-based IAPCO member company Meeting Minds Experts, and supported by Dubai Business Events (DBE), the city's official convention bureau, the gathering further fortified Dubai's position as a global knowledge hub and a city of the future. Dubai is the first city in the GCC region to host an IAPCO Annual Meeting & General Assembly, a feat that reaffirms the emirate's standing as a prime international destination for meetings, incentives, conferences and exhibitions.

The theme for this year's prestigious event – 'Leading the Future, Creating Opportunities' – brought together 120 IAPCO members and partners from over 30 countries, making it one of the largest IAPCO meetings to be held since its first meeting in 1969. The Assembly offered attendees a unique platform to engage in dialogue pertaining to the evolving nature of the conference industry, and its impact across the globe. It is estimated that members of IAPCO collectively organize over 8,500 meetings per year with an economic impact of over €5 billion (US\$5.3 billion) per year.

Issam Kazim, Chief Executive Officer of Dubai Corporation for Tourism and Commerce Marketing (DCTCM), said: *"We are extremely honoured for the opportunity to host an event*

of such a calibre and welcome members of IAPCO to the city we fondly call home. This further strengthens Dubai's profile as a premier international business event destination and highlights the emirate's diversified offering – comprising global connectivity, state-of-the-art facilities, first-class infrastructure, and great hospitality – to key stakeholders who shape the business events industry. As our reputation of being a dynamic host city for business events grows, we anticipate further growth in the number of visitors to the emirate in line with Dubai's Tourism Vision for 2020 and the UAE Vision 2021."

Over the course of four days, the meeting facilitated engaging and thought-provoking sessions that offered an exclusive opportunity for key opinion leaders and IAPCO members to network, exchange ideas and discuss the key theme at hand – creating opportunities and leading the future. Members also discussed the challenges faced by the conference and convention sector in an interdependent and rapidly evolving global scenario. Additionally, attendees explored latest trends and solutions aimed at enabling the industry to adapt to the present world. Speakers participating in the event included Sarah Al Almiri, Chairwoman of The Emirates Scientists Council Science Lead, Emirates Mars Mission (Hope Mission), and Majran Faraidooni, Vice President – Legacy EXPO 2020.

Commenting on the meeting, Jan Tonkin, President of IAPCO, said: *"This year's annual meeting and general assembly offered a unique platform to discuss the all-important quality standards we strive to achieve globally, and to network with other like-minded partners in an environment that is more than collegial. Attendees were made privy to best practice in addition to witnessing outstanding presentations from experts who stimulated each to think differently."*

"Dubai is one of IAPCO's key corporate partners and a staunch supporter of the quality standard of PCOs that guide our membership. There is no doubt that Dubai has made an enormous commitment to fostering business tourism. The construction of excellent internationally-appointed facilities, a plethora of hotel accommodation that meets the needs of delegates from all over the globe, and a wide-reaching marketing campaign have all contributed to the city's success."

Medhat Nassar, Chief Executive Officer of Meeting Minds Experts, the Dubai based IAPCO member company, added: *"Hosting IAPCO this year is testament to Dubai's reputation as an emerging force, as well as a business and innovation hub across all economic segments. Dubai is leading the*

way in offering a platform for inspiring initiatives, which when combined with the emirate's high standards of quality, and ease of doing business, becomes key drivers for economic development, and provides stimulus for creating forums, conferences and events that focus on innovation, knowledge exchange, marketing, research and professional advancement."

EUROPE

CZECH REPUBLIC, PRAGUE: MAJESTIC PLAZA HOTEL BECAME PART OF THE LE HOTELS GROUP



With effect from 6th February 2017, the Le Hotels Group expanded its capacity thanks to its new member - Majestic Plaza hotel - which offers 182 rooms in the heart of Prague. The Majestic Plaza hotel will be managed by Jan Hamouz, whose aim is to build a new, more efficient structure of the hotel management and services.

"It was a matter of time, when the Majestic Plaza hotel, owned by the same parent company - Le-Investment, joins the Le Hotels Group thanks to the positively evolving trend and financial results Le Hotels Group's hotels showed in the past. Now, our goal is to set up processes that ensure the same trend in the results, which we observe at our other hotels," said Petr Lzicar, CEO at the Le Hotels Group.

Grandior Hotel Prague, Grand Majestic Plaza, Hotel Yasmin, Hotel Élite and newly the Majestic Plaza hotel are currently operated under the Le Hotels Group brand. Together, the hotels situated in the Prague city centre offer the capacity of 1,046 rooms and can provide meeting spaces of almost 4,000 square metres for more than 2,000 people in the theatre style. Hotel Yasmin, currently under the reconstruction, will provide 200 additional rooms by the end of 2018.

LAUSANNE TOURISM & CONVENTION BUREAU LAUNCHES 2017 TRANSPORT CARD

Lausanne Tourism & Convention Bureau announces the relaunch of the Lausanne Transport Card, giving visitors to the city free public transport.

The Lausanne Transport Card allows unrestricted use of bus, metro and rail services within the city centre and beyond, extending out approximately 30km to its perimeter, as well as substantial discounts on the boat crossing between Lausanne-Ouchy and Evian, France.

Provided to guests on arrival at their accommodation, the card also offers new discounts this year for a variety of shops and leisure activities, along with 19 Lausanne attractions such as The Olympic Museum, Zoological Museum (Musée de Zoologie) and Botanical Gardens (Musée et Jardins Botaniques).

Olivier Mathieu, Congress and Meetings Manager at Lausanne Tourism & Convention Bureau, says: “*Lausanne has a wealth of cultural and historical attractions, which the*



transport card encourages visitors to see more of, as well as supporting Lausanne’s sustainability focus. It will also appeal to people who are attending international events and conferences in the city, as it gives them an opportunity to take a break and travel smart, while seeing what Lausanne has to offer.”

More information about the Lausanne Transport Card can be found here: www.lausanne-tourisme.ch/transport-card

HOSTED BUYER INVITATION

imex Frankfurt
16–18 May 2017

RESERVED FOR EUROPEAN BUYERS

IMEX in Frankfurt is considered to be one of the most important shows in our industry. With more than 65,000 appointments, almost 4.000 Hosted Buyers; more than 4.900 trade visitors and 3.500 exhibiting companies in 2016 and further growth projection for 2017 the event is without doubt on of the must-visit trade show of the meetings industry.

QUALIFICATIONS

To be accepted you are required to demonstrate the international business that you have responsibility for or are looking to place. IMEX Group will then qualify the application based on the established criteria of the IMEX Hosted Buyer Programme.

THE PROGRAMME INCLUDES:

- » 2 or 3 full days of attendance at IMEX in Frankfurt and the chance to meet with up to 16 / 24 suppliers of your choice prearranged yourself through the IMEX appointment system;
- » Transportation: Economy class flights or train tickets from selected destinations to Frankfurt;
- » Accommodation one night in 4/5 star accommodation in Frankfurt for your programme dates and selected ground transportation in Frankfurt.
- » VIP Services: Access to the IMEX hosted buyer lounge, free Wi-Fi and complimentary refreshments.

[CLICK FOR MORE INFORMATION](#)

or

[CLICK HERE TO APPLY!](#)

MAURITIUS - A PARADISE OPEN FOR MICE

WHICH EVENT DO YOU IMAGINE ON THIS BEACH?

Turquoise-green-blue waters, sugar white sandy beaches and lush green vegetation dotted with exotic flowers are just some of the ingredients that make up the incredible beauty of this island nation.



Mauritius Beach Boat by Mark Fr...

MAURITIUS INDIAN OCEAN

And guess where you find the largest convention centre situated in the Indian Ocean region? Add staff experienced in particular in the high-end segment of tourism, capable of managing groups in the hotels, restaurants, venues and an excellent choice of local DMCs – then you're looking at Mauritius for your groups and events.

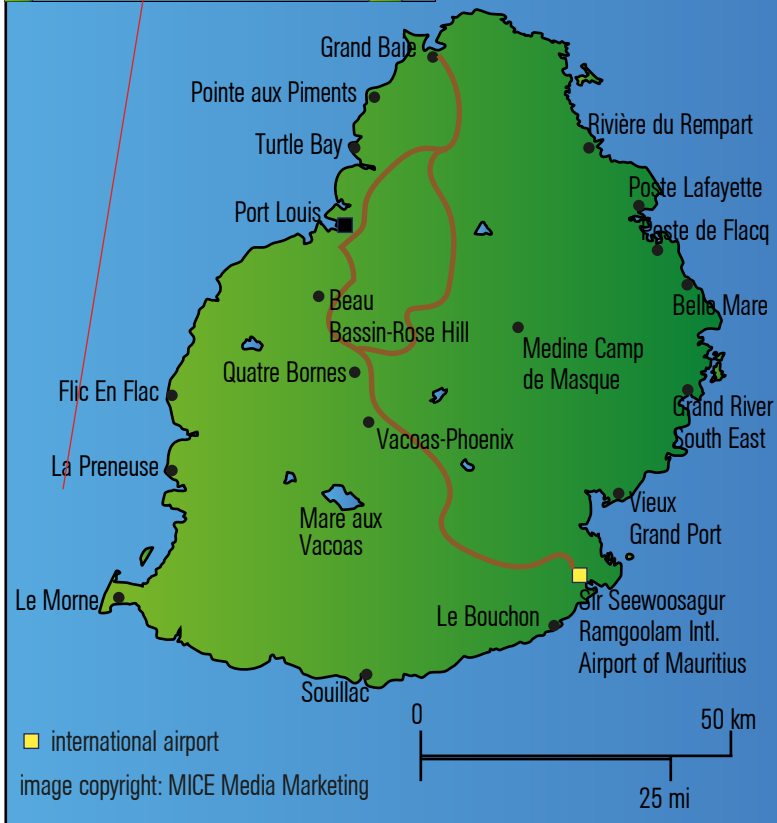
MAURITIUS – GETTING THERE

Mauritius – correctly the Republic of Mauritius - is located approximately 2000 km / 1.200 miles off the southeast African coast and consists of the main island – Mauritius, the island of Rodrigues situated approximately 560 km / 350 miles east of Mauritius and the outer Islands Agalega, St. Brandon and two disputed territories. The islands spread over 2,040 square kilometres / 788 square miles. This compares roughly to 4/5 of the area of Luxembourg or to 1/5 of the area of Iceland or Cuba.

SIR SEEWOSAGAR RAMGOOLAM INTERNATIONAL AIRPORT OF MAURITIUS – AIR MAURITIUS' HOME BASE

In 1942 the government of the then British Crown Colony decided to build a small airport at Plaine Magnien close to Mahébourg. Originally designed to handle import and export trade with the UK, shortly after WW 2 the civil operation of the airport launched and boosted the colony's economy. Major infrastructure works in 1986 allowed the landing strips to accommodate the larger aircrafts.

A new passenger terminal with capacities for 4 million passengers per year is operative since September 2013. This terminal follows the concept of 'Maurice Ile Durabe' using



solar panels to generate electricity, rain water recuperation, insulated facades to reduce the raise of temperatures and the need of air conditioning as well as the integration of nature inside the building. Constructed to accommodate large aircraft such as the A380 or the Dreamliner, the terminal is perfectly prepared to meet the needs of delegates traveling to and from Mauritius.

The plans to refurbish and connect the old terminal to the new terminal are under revision. Once implemented, the airport will be able to simultaneously handle two very large aircraft.

Air Mauritius - the flagship carrier - celebrates its 50th anniversary in 2017 and currently serves 24 destinations in Europe, Asia, Australia, Africa and the Indian Ocean. 25 of the 54 check-in counters at the nation's airport are exclusively devoted to Air Mauritius to manage the airline's smooth arrival and departures.

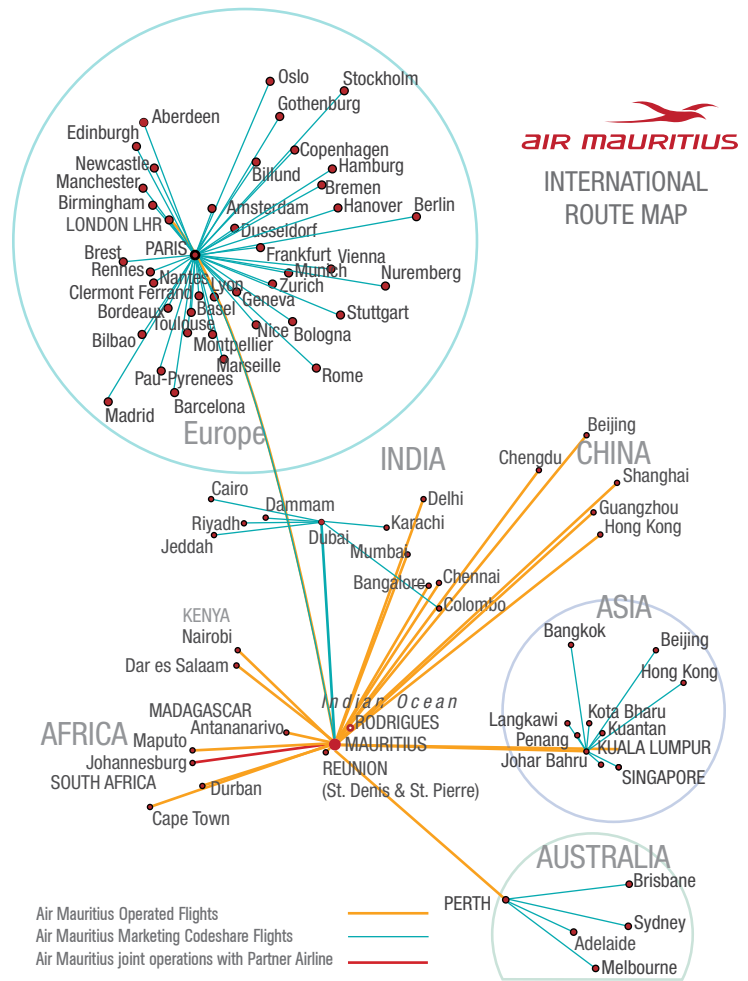
In addition to its own services, Air Mauritius cooperates under codeshare agreements with other airlines to serve additional destinations. KLM and Air Mauritius have just announced a new all-year-round code-share flight starting from October 30th every Monday, Thursday and Saturday from Amsterdam with return flights from Mauritius the following day. This adds a 3rd large European hub to the existing connections to Paris (CDG) and London Heathrow. Please see the route map for further information.

For meeting planners, Air Mauritius provides customized group services coordinated by the airline's MICE team. Additional information is available on www.airmauritius.com

RECENT HISTORY AND LANGUAGES

Taking a closer look, you notice that Mauritius – ever since their independence from Great Britain in 1968 - is one of the most stable representative democracies in Africa. The country's constitution states the separation of power with an independent judiciary and enjoys a generally non-discriminatory and transparent legal system. Mauritius is also one of Africa's least corrupt countries.

Communication in Mauritius is easy. Beside the Mauritian Creole, English and French are vernacular languages. The Mauritian constitution - written in English language - does not determine a principal language and while English is the language commonly used in the parliament, any member may choose to address the members of the parliament in French language. And interestingly the nation's Civil code is written in French language.



The incredibly open and welcoming mind-set of the country's multi-ethnic population is backed up by an excellent tourism infrastructure, well-designed and operated hotels and reliable and operational service providers make up the backbone of the destination known for top luxurious offerings.

Mauritius – the all-year-round destination

Its tropical climate has two seasons: the warm and humid summer with mean temperatures of approximately 25°C / 77°F between November and April. The warmest months are January and February with maximum day temperatures of approximately 29°C / 84°F. The cooler and dryer winter season between May and October has mean temperatures of about 20°C / 69°F. Night temperatures may drop to 16°C / 62°F. The Island does not have a particular rain season. The sea temperature in the lagoon ranges between 22°C / 72°F and 27°C / 81°F.

The Islands micro climate is determined by the prevailing winds which keep the islands eastern side cooler with a tendency to a little more rain than in other regions.

The entire south western Indian Ocean region counts no



Mauritius, Crystal Rock by Vince O'Sullivan©

more than 15 tropical cyclones in the cyclone season from mid-November to mid-May but of course not every cyclone

dream MICE destination.

hits the islands. Many of the cyclones affect the islands with three days of clouds, stronger winds and higher waves at the Mauritian shores.

Mauritius – the perfect infrastructure for exclusive meetings, incentives, conferences and events

Mauritius has not only a wealth of natural beauty - on land, at its coasts and under water, but also possesses a solid infrastructure in both – traffic and hospitality. Add experienced staff in the hotels, venues, gastronomy and DMCs; and a tropical dream turns into a tropical

INTERVIEW WITH JULIETTE KNOWLES - GROUP DIRECTOR OF MICE, SUN RESORTS:

THE MICE DESTINATION MAURITIUS

During our research for this destination feature, we learned that the Mauritian hotel group Sun Resorts has decided to emphasize their focus on the meetings, incentives, conferences and events business. The group underlines this focus not only through communication but has invested in meetings and events in the group; its Mauritian hotels; and on their incredible venue 'Ile Aux Cerfs Golf Club' – a golf club and event venue implemented on an entire island!

In September 2016, this investment has also manifested in the creation of a dedicated MICE team, headed by Ms Juliette Knowles, Group Director of MICE.

With more than 25 years of global, national, field and on-property hotel sales experience as a seller and sales leader, Juliette is now in charge of developing the corporate strategy for MICE sales and processes, enhancing relationships with local Mauritian and Global customers and raising the profile of Sun Hotels with key business partners.

Throughout her career within the hotel and travel industry,

Juliette has also held several strategic management sales positions within major hotel chains including Barceló Hotels, Q Hotels, Hilton Hotels and Dolce Hotels & Resorts. Juliette's last position before joining Sun Resorts, was Director EMEA Global MICE Sales for Wyndham Hotel Group, which she successfully merged two EMEA MICE Sales Teams after an acquisition.

Recently being a member of European Board for International Association of Conference Centres for 5 years, Juliette is a great asset to Sun to develop the global profile and the company's market share in this developing segment in Mauritius. Juliette is reporting directly to the CEO of Sun Limited, Mr David Anderson. It is our pleasure to conduct this interview with Juliette.

MICE:destination: Mauritius is not only a dream destination for many, but also a destination which most people would rather connect to leisure and weddings. What makes Mauritius an ideal destination for corporate events?

Mauritius



MICE in style

Enjoy everything that Mauritius has to offer...

Mauritius is the perfect MICE (Meetings, Incentives, Conferences and Events) destination, combining quality, elegance, and style!

MICE buyers will see big potential in Mauritius as it has the infrastructure and superstructure to cater for MICE groups, not only during the low season but all year round. The island offers easy accessibility through its simple visa entry programme and direct access from a large number of destinations.

Whether you are interested in buying for large, medium or small groups, and are looking at Mauritius as either a long-haul or short-haul destination, we deliver world-class, luxury MICE packages at the best business-friendly venues on the island.

Activities

The island boasts a wide variety of activities that can be organised specifically for MICE groups – ranging from golf to adventure sports. The island also offers countless stunning outdoor locations for team-building exercises.



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www.tourism-mauritius.mu

Juliette Knowles: Mauritius is indeed a fascinating Indian Ocean island paradise renowned for its tropical weather, white sandy beaches, blue lagoons and reefs. But it is also an ideal destination for Meetings, Incentives, Conferences and Events for several reasons. Primarily, it is a safe and multi-cultural bilingual nation, combined with direct air connectivity from various worldwide destinations.

It has a diversified mix of hotel brands to suit all budgets and various outdoor land, beach and sea activities, ideal for any group activities. The island and hotels here offer a business-friendly atmosphere equipped with modern-day technology and the region's largest and most modern convention centres are based in Mauritius: one of them being the Swami Vivekananda Conference Centre in Pailles.

This centre provides all the facilities needed for large, international conferences, accommodating up to 5,000 people at any one time. Finally, 'destination Mauritius' means you can combine business with leisure – all in one - giving you excellent value for your money but with world-class luxury service delivery.

MICE:destination: Of course, incentives fit into the imagination that many people currently still have when thinking about Mauritius, but Sun Resorts has emphasized the focus on the full range of business events – be it meetings, conferences, conventions or incentives. What has caused this development?

Juliette Knowles: When Mr David Anderson, new CEO of Sun Limited joined us at the beginning of 2016, he brought with him a wealth of experience in the MICE sector. He quickly



Meeting setup at Sugar Beach Golf & Spa Resort
©Sun Resorts

identified that our hotels have fantastic MICE facilities, yet our downfall was a lack of identifying these facilities and promoting them in an official capacity. With the appointment of myself and Valerie Germain, our new Marketing, PR & Communications Manager specifically for MICE and together with all our dedicated MICE team within Sun, we are building a strong campaign to grow this important sector, both in the local Mauritian market and globally.

MICE:destination: What did you change in the organizational structure of the Sun Resorts group and at the individual hotels to cater for business events?

Juliette Knowles: Sun Resorts hotels have serviced local meetings and events as well as huge International Incentive groups for over 35 years. Since joining the team, I have been extremely impressed by the creativity, flexibility, and dedication to providing guests with not just the space, but the whole experience from exceptional gastronomy to customised signature events, world class housekeeping standards, combined with warm, charming Mauritian hospitality. The infrastructure is there within all Sun Resorts hotels already. The challenge we have is Mauritius is still perceived as predominantly a 'Leisure' destination and thus, we continue to lose opportunities to host global MICE events. With my expertise and contacts within the MICE industry globally, my role is to make sure we don't lose these opportunities! Within our team at Corporate Headquarters we are also reviewing our internal processes to 'make the buying process easier' for our clients including DMCs, corporate clients or our global partners.



Beach Event Entertainment at Long Beach Golf & Spa Resort
©Sun Resorts

MICE:destination: Business events are to some extent tied to budget restrictions and overspendings may cause considerable problems for the event owners. Mauritius is positioned with many organizers as a high-end destination – would you please indicate what buyers may expect and which kinds of budgets are required to host business events at Mauritian 4-star properties or 5-star properties?

Juliette Knowles: Firstly, Mauritius is served by various airline companies offering direct flight access to the island with simple visa entry requirements, to suit all budgets. The national carrier, Air Mauritius also operates daily direct flights from Europe, making it easier to bring your groups direct to Mauritius. The diversified mix of hotel brands and various packages available can also suit all types of budgets. At Sun Resorts for example, we always try to obtain as much detailed information from clients about their event, to ensure we can prepare a proposal that is specifically tailored to meet their needs, while being flexible and staying within budget. Generally, you get the sense working with any companies in Mauritius, 'nothing is impossible'!

MICE:destination: Last – but most certainly not least – which are your top 3 experiences not to miss when visiting Mauritius with a group?

Juliette Knowles: The island offers endless experiences either relating to nature, outdoor activities, water sports, spas & wellness, sights and landmarks, golf, gastronomy, entertainment, etc. However, Mauritius is not just about that! It is more about its multi-cultural Mauritian people – from the local taxi drivers to our DMCs, hotel staff and shop owners, even just the people you will encounter in the streets or markets. There is a warmth and friendliness from everyone you meet.

In my opinion, the best experience here is to meet the people and learn about their Mauritian Way of Life: Joy and Liveliness. Talking to them, hearing their island stories, sampling their local foods and rums, listening to the Sega music, usually sung in Creole, the mother tongue of Mauritians.

Few things capture my imagination but nothing like a tropical sunset– those mesmerising shades that has me transfixed

until the last slither of sun sinks below the horizon. Watching the sun set on the west coast of the island either at Sugar Beach Golf & Spa or at La Pirogue Resort & Spa – my favourite sunset viewing spots in Mauritius – is another one of my perfect experiences to end my day.

My final top three experiences would have to be Ile Aux Cerfs island. Here you can enjoy the adventure park, some of the best beaches on the island or any water activities, as well as golf. But my personal experience starts with the gentle boat ride over to the island, giving me the opportunity to look back at the main island to see its dramatic scenery. The laid back “feet-in-the-sand” ambiance, the thatched-roof restaurants overlooking turquoise water and walking around the island discovering various white sandy beaches or exploring some of the largest banyan trees in Mauritius.

I am not a golfer, but I can imagine for golf lovers wishing to play golf in Mauritius, the 18-hole golf course looks sensational and has been recognised as No.1 Golf Club to play in a lifetime by Golf World, so it comes highly recommended.

The DMCs are continuously showing off Mauritius and looking at new and unique experiences – all you need to do is talk to them, tell them what you want to achieve and they too will come up with some great and unique ideas.



Ile aux Cerfs - Event Entertainment
©Sun Resorts

Ile aux Cerfs, ©Pii



CONFERENCE CENTRES & HOTELS

CONFERENCE CENTRES

SWAMI VIVEKANANDA INTERNATIONAL CONVENTION CENTRE (SVICC)

The islands International Convention Centre - the first and largest in the Indian Ocean region is just 10 driving minutes from Port-Louis – the islands capital and encompasses an area of 53,865 m² / 579,798 ft². The 2,000 m² / 21,528 ftv Atrium offers access to the 17,000 m² / 182,987 ft² of flexible space including the 3,500 m² / 37,674 ft² main hall. The centre caters for groups from 20 to 5,000 persons.

The centre technical equipment includes high-end facilities such as video conferencing on demand, satellite transmission on demand, Wi-Fi Internet access, outside broadcast and videotaping facilities, simultaneous translation facilities, complete on-site A/V services and indoor pyrotechnics facilities. A business centre and full catering services are available on-site.

www.svicc.mu

For meetings	Yes
For exhibitions	Yes
Conference rooms	10
Theatre	3,500
Classroom	2,500
Reception	5,000
Banquet	2,000

FREERPORT OPERATIONS MAURITIUS (FOM) EXHIBITION CENTRE

Close to the islands capital Port Louis the Freeport Operations Mauritius (FOM) Exhibition Centre in Mer Rouge is an ideal venue for international and local exhibitions.

For meetings	Yes
For exhibitions	Yes
Conference rooms	2
Theatre	1500

Up to international standard with state-of-the-art facilities and services the venue stands out as the natural choice for regional and international events, trade fairs and exhibitions of all kinds.

Consisting of a 2,000m² / 21,528 ft² main hall and trade centre which can accommodate up to 100 stands of 9m² each; and a 1,000m² / 10,764 ft² pavilion capable to host a maximum of 31 stands of 9m² each the venue offers a capacity for up to 1,500 seats. Its high-tech equipment and facilities the allows to conveniently host a wide variety of events including concerts and shows.

www.velogic.net/services-2/organisation-and-execution/exhibition/



The big hole by ©Lukas Litz - LuLi Naturfoto

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HOTELS OFFERING MICE FACILITIES IN MAURITIUS

We have reviewed a choice of properties offering conference facilities for you. This list includes properties offering two or more conference or meeting rooms in the upper segment: 4- and 5-star properties. You may well search and find additional properties offering conference facilities.



Hello! by ©Pedro Cardoso - "Are you folks our group today?"

Please find the properties arranged by Theatre setup capacity in the largest meeting room.

CURRENTLY UNDER REFURBISHMENT

ONE & ONLY LE SAINT GERAN, BELLE MARE

The splendid property is recently under renovation and will re-open late this year. The properties total renovation will also include additional rooms and 3 new meeting rooms. For details please contact the hotel.

Mauritius' east coast and the beautiful Belle Mare peninsula

are home to the environmentally friendly managed luxurious resort gracing 24 hectares / 60 acres of lush gardens just a 1-hour transfer from the airport. A sheltered cove borders one side of the more than 2 km / 1 mile of white sandy beach that opens to the inviting, eternally beautiful bay – protected from the deep Indian Ocean by the coral reef. The hotel is located very close to the site of the 'Le Saint Géran' ship, wrecked 1744.

The nearby golf course, the 'Île aux Cerf' with its golf course and of course the wreck of the Le Saint Géran may inspire countless incentive options while state-of-the-art technology and Wi-Fi Internet access fulfil all meeting requirements. A dedicated on-site team is available to coordinate your event.

lesaintgeran.oneandonlyresorts.com

For meetings	Yes
For incentives	Yes
Guest rooms	162
Conference rooms	5 + 3
Other venues	6

THEATRE-SETUPS OF MORE THAN 1,000 SEATS

THE MARITIM RESORT & SPA MAURITIUS, TURTLE BAY BALACLAVA

Nestled in 25 hectares' / 61 acres of tropical gardens at Turtle Bay, the country's first Marine National Park the property is approximately 60 minutes from the airport. Its colonial architecture draws a perfect background for the luxurious facilities and countless incentive options available in and around the resort.

For meetings	Yes
For incentives	Yes
Guest rooms	233
Conference rooms	5 + 1
Theatre	350
Theatre outdoor	1,200
Classroom	150
Reception	
Banquet	200
Banquet outdoor	800

The Maritim Hall (340 m² / 3,660 ft²) accommodates up to 350 persons while 4 additional rooms from 20 m² / 215ft² to 61 m² / 656 ft² are available for smaller meetings. Throughout the hotel, complimentary Wi-Fi Internet access is available for all guests. A very unique experience are events held at the "Historical Ruins of Balaclava" with space for up to 1,200 persons in theatre setup or up to 800 persons for a banquet. The 1,500 m² / 16,146 ft² area allows themed and highly customized events with Music, DJ and fireworks.

www.maritim.com/en/hotels/mauritius/hotel-mauritius

THEATRE-SETUPS OF MORE THAN 500 SEATS

LE MERIDIEN ILE MAURICE, POINTE AUX PIMENTS

Located at the islands west coast, the environmentally friendly managed luxury property is just

over an hour from the airport. Lush gardens and 1,000 m / 3,280 ft of fine white sand set the natural framework for an extraordinary event. Add sunset and the large selection of bars, restaurants and venues and the properties and its neighbourhood's countless incentive options form an extraordinary framework for an unforgettable event.

For meetings	Yes
For incentives	Yes
Guest rooms	265
Conference rooms	8
Theatre	550
Classroom	300
Reception	500
Banquet	400

The hotels meeting and event facilities are equipped with the latest technologies and will be customized to your needs per your specifications. The hotels dedicated events team is available to support all elements of your Mauritian event.

www.limeridien-mauritius.com

INTERCONTINENTAL MAURITIUS RESORT BALACLAVA FORT

What could be more motivational than a trip to paradise enjoying the comforts of a reputed Mauritius five star resort? Delegates will feel refreshed and pampered at InterContinental Mauritius Resort Balaclava Fort, enjoying beautiful views and warm Mauritius sunshine.

For meetings	Yes
For incentives	Yes
Guest rooms	210
Conference rooms	6
Theatre	500
Classroom	100
Reception	700
Banquet	100

Hibiscus Ballroom is the main events space, measuring 600 square metres, with a capacity of up to 500 guests. It offers direct access to the beach and swimming pool and can be transformed to host weddings, gala dinners, product launches and conferences. The hotel's MICE team will take care of all the details, from planning to execution.

InterContinental Mauritius Resort Balaclava Fort also offers four separate meeting rooms to use as breakout rooms or stand-alone meeting spaces. Supported by a state-of-the-art Business Centre, you will have everything you need for a successful business stay right at your fingertips. See more at: <http://mauritius.intercontinental.com/hibiscus-ballroom#sthash.OV5aC6sz.dpuf> or <http://mauritius.intercontinental.com/>

THEATRE-SETUPS OF MORE THAN 250 SEATS

MARITIM CRYSTALS BEACH HOTEL MAURITIUS, BELLE MARE

After a 1 hour transfer along the scenic coastal route with incredible views on the Indian Ocean your delegates arrive at the contemporary 4-star property - embedded by the superb landscape and one of the islands most beautiful beaches - idyllically situated in Belle Mare on the east coast

For meetings	Yes
For incentives	Yes
Guest rooms	181
Conference rooms	3
Theatre	375
Classroom	15
Reception	350
Banquet	280

The properties meeting facilities include the ballroom, a boardroom for up to 16 persons and a multi-functional room for 40 persons in theatre setting or 15 persons in U-shape setup.

The area offers countless incentive options including two golf courses - the Bel Mare Golf course and the Ile aux Cerfs with its golf course are just 3 km /1.9 miles away. All water sport options are of course also available. The hotel and local DMCs will assist you with your incentive programme.

www.maritim.com/en/hotels/mauritius/hotel-mauritius-crystals-beach

SUGAR BEACH GOLF & SPA RESORT, WOLMAR, FLIC EN FLAC

HOSTED BUYER GROUP SPONSOR!

Located on the leeward west coast of Mauritius, just 60 minutes from the international airport, the five-star resort nestles between 12 acres of lush tropical landscaped gardens and 1 km of the famous beautiful beach of Flic en Flac.

For meetings	Yes
For incentives	Yes
Guest rooms	258
Conference rooms	3
Theatre	350
Classroom	200
Reception	350
Banquet	200
Outdoor space	1,500

Experience accommodation at its best, with 258 rooms and suites in the plantation styled iconic "Manor House" or widely spread out in separate luxurious Creole-styled "Villa houses". Soft colours and natural material used in the rooms combined with tropical elegant designs enhance the harmony of plantation elegance and timeless chic.



©Sugar Beach Golf & Spa Resort

At Sugar Beach, the fully equipped conference rooms compliment the architectural design of the resort. An extremely versatile facility conveniently located in-front of the resort's entrance accommodating up to 350 seated, you instantly get the feeling of 'away from it all' so you can engage and focus on what's important: your event! Equally, the vast grounds surrounding the property make it possible to create stimulating environments for customised outdoor events up to 1,500 persons. Complimentary high speed Wi-Fi internet access is available in guest rooms, conference rooms and in the resort's social spaces.

Here you will experience an exceptional gastronomy offered by 5 world class restaurants and 4 bars, combined with evening entertainment. Groups can benefit from double facilities and accommodation including dine-around, thanks

to its sister property located right next door, La Pirogue Resort & Spa – all charged to one master account.

For incentive groups, there are limitless land, beach and water activities, including glass bottom boat trips, snorkeling, windsurfing, scuba diving, PADI open-water courses waterskiing, big game fishing, parasailing, catamaran cruises, etc... In addition, there is an award-winning Aura Spa with Aura Hammam, which is exclusive in Mauritius, amongst many other activities. The resort is also accessible to the iconic leisure island of Ile aux Cerfs for land and water activities. Golfers receive free green fees and complimentary bus shuttle and taxi boat to Ile aux Cerfs Golf Club (part of Sun Resorts) and free green fees at nearby #Tamarina Golf Club.

www.sugarbeachresort.com

HILTON MAURITIUS RESORT & SPA, FLIC EN FLAC

Delegates arrive after a 45-minute airport transfer at the environmentally friendly managed hotel situated on the western coast of the island in the picturesque village of Flic en Flac. The incredibly beautiful landscape of the hotels surroundings, the easy access to Casela Nature and Leisure Park, and the stunning sunsets in the Indian Ocean create combined with the properties new renovation and its implemented high Hilton standards long-lasting effects of your event.

The hotels experienced banquet and event coordinators are on hand to assist with every event detail. The ‘Le Triangle’ boardroom, the fully-equipped conference areas with projectors and internet access and the Isle de France ballroom with Foyer and outdoor venues such as the Palm gardens facilitate events with up to 350 delegates.

<http://www3.hilton.com/en/hotels/mauritius/hilton-mauritius-resort-and-spa-MRUHIH>

THE WESTIN TURTLE BAY RESORT & SPA, BALACLAVA TURTLE BAY

After a transfer of approximately 60 minutes’ delegates reach the property situated on the west coast northerly of the islands capital Port Louis in Balaclava Turtle Bay.

The hotel’s 190 studios, rooms and

For meetings	Yes
For incentives	Yes
Guest rooms	193
Conference rooms	6
Theatre	350
Classroom	200
Reception	350
Banquet	260

For meetings	Yes
For incentives	Yes
Guest rooms	190
Conference rooms	4
Theatre	300
Classroom	170
Reception	270
Banquet	230

suites with private balcony or terrace offer all amenities exigent travellers may expect. The properties’ four bright and airy meeting rooms may be easily customized to the planner’s requirements in order to create the perfect, individual experience

The large ballroom accommodates up to 200 guests and is dividable into two smaller conference areas. Both sections offer individual access and technical facilities, including High Speed Internet Access. The hotel’s meeting and event staff is devoted to ensure that your function is seamless and efficient and includes all individually requested elements. The hotel’s fully equipped business centre is permanently available.

www.starwoodhotels.com/westin/property/overview/index.html?propertyID=3216



Mauritius Balaclava Public Beach by ©lee_wu

THEATRE-SETUPS OF MORE THAN 100 SEATS

LONG BEACH GOLF & SPA RESORT

HOSTED BUYER GROUP SPONSOR!

Located on the natural eastern coast of Mauritius and less than one hour’s drive from the international airport, Long Beach Golf & Spa is a bold, vibrant five-star island chic resort, offering the best of both worlds: the upbeat buzz of the city and an escape to the freshness of beach living, offering a wealth of facilities and activities, providing a real sense of exploration and fulfillment.

For meetings	Yes
For incentives	Yes
Guest rooms	255
Conference rooms	3
Theatre	230
Classroom	120
Reception	250
Banquet	200
Outdoor space	2,500



The resort's 255 sleek and stylish rooms are spread over 37 hectares of tropical gardens, facing an extensive seafront along the famous Belle Mare beach, each enjoying close access to its immediate stretch of beach, garden or pool and featuring a private balcony or terrace. Long Beach offers a choice of 5 restaurants and 3 bars offering worldwide dining experiences featuring live cooking-dining, buffets, or à-la-carte options, including Hasu - one of the best authentic, contemporary Japanese restaurants on the island.

Here, there is a special feeling of "breathing & living space" as a result of the resort's area and architecture. The fully equipped indoor conference facilities (capacity 230 seated) and the creative use of outdoor spaces (capacity 2,500 persons) create stimulating environments for small business meetings or large conferences alike. The flexible setting lends itself easily to post-meeting social events. Complimentary high speed Wi-Fi internet access is available in guest rooms, conference rooms and in the resort's social spaces.

For incentive groups, there is a wealth of fun and dynamic land, beach or sea activities including glass-bottom boat trips, wind-surfing, PADI open-water courses, big game fishing, snorkelling scuba diving - one of the best diving and snorkeling spots on the island. In addition, there is an onsite 'wall climbing' experience, which is unique in Mauritius, archery classes, tennis, a fully-equipped Fitness Centre and Sea Spa - an original concept built around French-based

marine cosmetology and thalassotherapy. The resort is easily accessible to the iconic leisure island of Ile aux Cerfs for land and water activities. Golfers receive free green fees and complimentary bus shuttle and taxi boat to Ile aux Cerfs Golf Club (part of Sun Resorts) and free green fees at nearby #Anahita Golf Club.

www.longbeachmauritius.com

LABOURDONNAIS WATERFRONT HOTEL, PORT LOUIS

Indigo Hotel's flagship property in the centre of Port-Louis reopened following a full renewal of the property. A fresh, elegant and luxurious design welcome the delegates after the 45-minute airport transfer to the capitals beating heart.

For meetings	Yes
For incentives	Yes
Guest rooms	105
Conference rooms	6
Theatre	195
Classroom	30
Reception	1,000
Banquet	350

Carefully thought out, upgraded and perfected details enhance the legendary property. Refurbishment include the entirely renovated ground floor, Executive Floor and lounge, the new business facilities, new bars and restaurants, all now open and available to the guests.

The elegant and luxurious guest rooms offer - among all other amenities- a large desk and complimentary hi-speed Internet connection allowing your group members to catch up easily with their most important tasks.

The sumptuously refurbished conference centre was redesigned to offer the very best conditions for any meeting or conference of up to 225 delegates in more than 440 m2 conference space. The latest technologies have been fully integrated during the refurbishment. A dedicated event team is available to support planners and a fully equipped business centre is available for the guests.

www.labourdonnais.com

THE ST. REGIS MAURITIUS RESORT, LE MORNE

After an airport transfer of approximately 1 hour 10 minutes, the environmentally friendly managed luxurious resort welcomes the delegates in with the incredibly scenery of UNESCO World Heritage site Le Morne Mountain providing the land-bound background and its beautiful beach. Incentive options are almost unlimited – from some of the world’s most beautiful diving spots to all kinds of water-bound activities, beach-oriented sports and activities to the mountains – the choices are incredible.

For meetings	Yes
For incentives	Yes
Guest rooms	172
Conference rooms	3
Theatre	180
Classroom	120
Reception	200
Banquet	90

The resorts’ spacious and luxuriously-appointed guest rooms and suites offer all comforts one may expect while the complimentary Wi-Fi Internet access is available in the entire resort.

For meetings and events the hotel provides two boardrooms and its ballroom. The hotel also has a private cinema.

www.stregismauritius.com

LE VICTORIA, POINTE AUX PIMENTS

This 4-star property located in Pointe aux Piments, close to Port Louis and Grand Baie on the islands west coast, is just over 1 hour from an airport.

For meetings	Yes
For incentives	Yes
Guest rooms	254
Conference rooms	3
Theatre	180
Classroom	100

The large and spacious rooms and suites face the sea and range from 60 m² / 646 ft² - superior and deluxe rooms - to 120 m² / 1292 ft² - senior and executive suites and offer a desk and complimentary Wi-Fi Internet access.

Even though the hotel tends to focus on leisure, the property has 2 fully state-of-the-art equipped conference rooms with capacities for 180 and 80 persons (theatre setup) and an

equally well-equipped boardroom for 12 persons.

In addition, the hotel may convert certain rooms into additional medium-size meeting rooms for approximately 25 persons. During certain times the hotel may be booked for exclusive use. An all-inclusive package for groups is available.

www.beachcomber-hotels.com/hotel/le-victoria

www.beachcomber-hotels.com/groups/le-victoria

TROU AUX BICHES RESORT & SPA, TROU-AUX-BICHES

HOSTED BUYER GROUP SPONSOR!

After a 65-minute transfer from the international airport delegates arrive in the property – a tropical paradise set in 35 hectares / 86 acres of tropical gardens along on one of the islands most beautiful white sandy beaches at a crystal-clear, turquoise watered lagoon.

For meetings	Yes
For incentives	Yes
Guest rooms	333
Conference rooms	1
Theatre	150
Classroom	80



[Beach at Trou-aux-Biches by ©ashtanga2004](#)

The property offers only suites and villas with all amenities and exclusive services, seven restaurants and bars, spa and a vast choice of water and land based activities. Due to the massive investments in environmental friendly technologies such as solar panels, composting and waste water collection and treatment, the hotel became the islands first environmental aware resort.

The hotels recently refurbished sports centre is complete with the offered land sports – 6 tennis courts, boccia, beach volleyball, table tennis and mountain biking and the water sports which include water skiing, sailing, Hobie Catamaran

sailing, windsurfing, snorkelling, kayaks, pedal boats, stand-up paddle and glass bottom boats. The Trou-aux-Biches Dive Centre is affiliated with CMAS and PADI; the CMAS 2* instructor is permanently at the centre and an additional PADI instructor is also available.

The properties modern, fully equipped conference room caters for various types of event and the hotel's largest restaurant features up to 300 persons in 2 wings and on the terrace.

www.beachcomber-hotels.com/groups/trou-aux-biches-resort-spa/

CONSTANCE BELLE MARE PLAGE, BELLE MARE

Set on two kilometers of white sandy beach your delegates arrive after an airport transfer of approximately 60 minutes to dive into your meeting or incentive program. The properties 256 rooms are spread across a creative landscape offering classic furnishings in warm tropical colours to create a sophisticated and welcoming setting.

For meetings	Yes
For incentives	Yes
Guest rooms	256
Conference rooms	1
Theatre	100
Classroom	54
Reception	150
Banquet	50

The conference room equipped with the latest technology accommodates up to 100 delegates.

For your incentive program, activities range from catamaran trips, deep sea fishing, quad biking, canoeing, underwater walk, parasailing, submarine, kite surfing, speed boat, helicopter trip and tailor-made excursions. Two 18-hole championship golf courses are available with unlimited free green fees.

www.constancehotels.com/en/hotels-resorts/mauritius/belle-mare-plage

THEATRE-SETUPS OF UP TO 100 SEATS

LE MAURICIA, GRAND BAIE

The 4-star property on the northern coast of Mauritius faces the Grand Baie International Conference Centre (1 walking minute) and welcomes the delegates after a 1 hour 20 minute transfer from the airport.

For meetings	Yes
For incentives	Yes
Guest rooms	237
Conference rooms	2
Theatre	60
Classroom	40

The hotel's architecture evokes the traditional Mediterranean style with all guest rooms facing the sea while the lively village of Grand Baie – one of Mauritius' main tourist areas with bars, discotheques and

boutiques - is within walking distance. Specific areas of the hotel provide Wi-Fi Internet access to the guests.

The property offers two fully equipped conference rooms with capacities for 60 and 25 persons in theatre style which offer Wi-Fi Internet access to the delegates. An all-inclusive package for groups is available.

www.beachcomber-hotels.com/hotel/le-mauricia

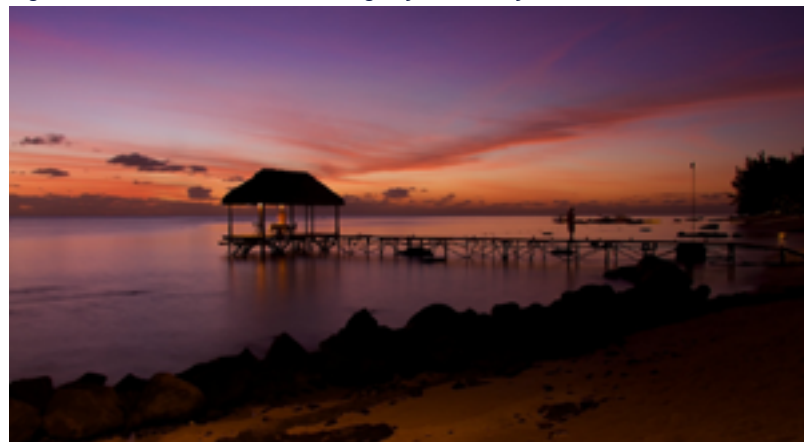
www.beachcomber-hotels.com/groups/le-mauricia

THE OBEROI, MAURITIUS, POINTE AUX PIMENTS

A 70 minute transfer from the airport puts you in the midst of 20 acres of beautiful sub-tropical gardens and a 600 meter oceanfront in the luxurious, paradisiac resort consisting exclusively of pavilions and villas.

For meetings	Yes
For incentives	Yes
Guest rooms	72
Conference rooms	2
Theatre	40

The Board Room is furnished with plush-cushioned office chairs and a heavy oak table for up to 8 persons. Featuring large glass doors that afford views across the sub-tropical garden, the Board Room is brightly, naturally-lit.



[Dinner On The Shore by ©Stuart Richards](#)
Taken on the beach at the Oberoi Hotel, Mauritius.

The Meeting Room can host up to forty people for small conferences or seminars, or be divided into two for meetings of up to fifteen participants. Furnished with a heavy wooden table and adorned with African artwork, the meeting room exudes local character and charm. With views across the hotel's lush, tropical garden, it is filled with natural light and boasts a refreshing ambience.

www.oberoihotels.com/hotels-in-mauritius

PARCS AND VENUES

CASELA WORLD OF ADVENTURES



[Lion at Casela World of Adventures by ©HAI YANG](#)

Mauritius' and the Indian Ocean's most-visited attraction developed from a bird sanctuary to a natural park offering a choice of activities today.

Activities are grouped into mountain activities, safari activities and big cats activities.

Mountain activities comprise

- » Ziplines 400 meters / 437 yards comprising with 4 double zip lines for 4 persons at once and a 400m/437yd jump – an incredible 22 second ride through the air. A 1 hour activity
- » Ziplines and Nepalese Bridge – comprises 3 single zip lines for 2 persons at once and the crossing of the Nepalese Bridge. A 1 hour activity.
- » Full day zipline and Nepalese bridges experience comprising hanging bridges, double ziplines, ziplines of 200m / 218yd, 300m / 328yd and 400m / 437yd, zipline landing in the water, swimming, a barbeque lunch and swimming through a canyon.
- » Canyon Swinging – jump from a platform of 45m / 49yd height into a 90 m/98yd deep canyon.

Safari activities

- » Quad safari tours of one hour on a rugged plateau to see zebras, ostriches and African antelopes or two hours, to two hours to experience the Yemen Nature reserve with its dry forest, wild deer, boars and exotic birds or through the African reserve with its animals.
- » Giraffe feeding experience
- » Segway-experience the African reserve and get close to

its animals.

- » Hand-feed the park's two white rhinos
- » Horseback safari of the African reserve
- » Camel riding at the African reserve

The big cats

- » Walk with the lions after a safety briefing
- » Lion Interaction – be as close as you dare with the majestic cats. – 15 minutes
- » Caracal interaction – enjoy the direct interaction with these beautiful, Central African animals and they love being cuddled! 10 minutes
- » Serval interaction – get in touch with the servals supervised and guided by the parks professionals. 10 to 15 minutes.

www.caselapark.com/en/

ILE AUX CERFS GOLF CLUB

The golf club and its facilities are not only a renowned 18-hole championship course recognised as the No.1 Golf Club to play in a lifetime (Golf World), but it is also a venue available for events offering three restaurants and two bars.

Indoor restaurant spaces cater for up to 500 persons, outdoor spaces are available for up to 1,000 persons and include the island's various beaches.

The Ile Aux Cerfs Golf Club is part of Sun Resorts. A specialized MICE team is available to support events of various types.

www.sunresortshotels.com/en/resorts-mauritius-maldives/ile-aux-cerfs-mauritius/article/ile-aux-cerfs



Beach at Ile aux Cerfs by ©Sun Resorts



Varanasi is one of the oldest cities in India and is considered as the hinduism's most celestial city

NAMASTE

THE “INTERNATIONAL BUDDHIST CONCLAVE 2016” - WALKING WITH BUDDHA IN INDIA.

Arrival at Indira Gandhi International Airport.

The ministry of tourism had introduced a nice concept and twelve cities like eg. Varanasi, Amritsar, Ajmer, Dwaraka, Gaya, Puri, Amaravati, Kanchipuram, Vellankanni, Kedarnath are so called “spiritual development destinations”.

For sure great to projecting the Buddhist heritage and pilgrim sites of India.

In my opinion the “International Buddhist Conclave” is a great initiative to improve the experience of pilgrims as well as tourists wishing to savour the essence of Buddhist heritage in India.

I travelled to Buddhist sites in Delhi Varanasi, Dhammek Stupa, Mulaagandha Kutey Vihara, Dashashwamedh Ghat and Ganga Aarti.

Indira Gandhi International Airport is the mayor hub for the National Capital Region of Delhi. The planned expansion program will increase the airport’s capacity to handle 100

million passengers in a few years.

India is special: Prime Minister Modi recently said, “*Our ancestors played with snakes, we play with smartphones,*” a note that touches the mind and soul and continues to work for a long time.

Delhi, the capital of India.

The city has much to offer many colours, breathtaking impressions, monuments and mirrors the Indian culture in a precise manner.

However, the city of Delhi too has its drawbacks. Ask Delhiites that what is most beautiful about their city and they will show you India Gate, National Museum, Nizamuddin, Mehrauli Archaeological Park, Lodi Garden and Chandni Chowk.

The pace of urbanization in Delhi is so high that it has led to the conversion of 135 villages to urban villages. As a result, the city has 18 million inhabitants.



The Navaratri festival - nine nights and ten days devoted to worship the Hindu deity Durga.

The National Museum (located on Azad Road) is a perfect place for those who like Indian history and culture. It is the perfect place if you are interested in Indian culture.

The artwork display about 5,000 years of Indian culture. The museum contains an incredible number of ancient & modern paintings, archaeological paintings, ancient manuscripts and sculptures.

It is not so easy to find spiritual Ashrams in New Delhi. The spiritual monasteries which are usually easy to find while part of Indian religion are often hidden in yoga centers like MCKS Yoga Vidya Pranic Healing Trust is a place where you can indulge in twin heart meditation or Chakra cleansing.

We checked-in at the 5 star hotel "The Ashok", located in the embassy area.

New Delhi is a urban settlement that was designed by the British architect Sir Edwin Lutyens. The most elegant part of Delhi -where the Ashok is located- is the embassy area, here you will find some of the most enchanting historic monuments such as Qutub Minar, Humayun's Tomb and India Gate.

Based in Berlin, Jens Hoffmann formerly worked in Asia, and now editor-in-chief for the House & Hotel Magazine, contributor for several other publications and magazines like Axel Springer, travel-food-art, Gourmetwelten, Luxury Guide "Die Welt", Reisezeit, Tagesspiegel.de & Partners, travelbook.de, hrs, CC-Magazin eg.

When interviewed recently, Jens said, "I love architecture, destinations, luxury hotels and food stories. As a travel

The Ashok hotel is a fine blend of history, charm and impresses its guests with a good service. You will get a traditional well-furnished guest rooms.

There are nice restaurants which master the art of culinary and serve Indian cuisine. It offers an outdoor swimming pool, free wi-fi internet, a 24 hour front desk, a salon, spa & massage centre, fitness centre, a library and a cigar lounge.

Delhi is an amazing place where you can find everything, amazing street food and the taste of all the different flavors & spices of India.

I enjoyed it and returned home enlightened.

Travel Informaiton:

Air India with extra special thanks - www.airindia.in

The Asok Hotel, New Delhi - www.theashok.com

This trip was supported by India Tourism Frankfurt.

www.incredibleindia.org

Photos: Jens Hoffmann & Visit India



journalist I like the world of Relais & Chateaux Hotels and their restaurants. I dream of moving back to Asia. Furthermore, I look for nice destinations and high-quality places. My favourite hotel: Mandarin Oriental in Bangkok."



IN:SHOW

MEETINGS AFRICA

THE INDUSTRY EVENT FOR THE MEETINGS INDUSTRY IN SOUTHERN AFRICA!

PEOPLE, PLANET, PROFIT: HOW SOUTH AFRICA IS GETTING SUSTAINABILITY RIGHT

It's a growing trend: increasingly, organisers aren't simply interested in what a destination has to offer delegates arriving at a major event, but also how the city supports its citizens once everyone has gone home.

This is why the Sustainable Cities Index has been developed. Funded by the South African National Convention Bureau, this measure takes into account the fact that our cities face major strains, from dealing with water shortages to addressing the fallout from climate change. While it's one thing to plaster over the cracks while visitors are in town, it's quite another for a city to handle these challenges in a way that supports daily life for permanent residents. This concept underlines the central tenet of sustainable cities: people, planet and profit.

It's also one that South African cities have taken to heart, as evidenced by the inclusion of Durban, Cape Town and Tshwane on the first Global Destination Sustainability Index (GDS-Index), released in 2016.

With only 35 cities from five continents included on the index, the significance of this achievement is clear. The index calculates city scores according to performance across four criteria: city environmental strategy and infrastructure; city social sustainability performance; industry supplier support; and Convention Bureau strategy and initiatives.

South Africa's participation in the GDS-Index was facilitated by the Event Greening Forum (EGF); a body which strives to achieve the delicate balance between the intense use of resources that is inevitable when hosting an event, and the benefits that may be enjoyed by host cities. It's a balance that is best achieved by formulating, and adhering to, strict

guidelines which help direct the implementation of practices and processes that are kinder to the environment.

Although South Africa has made major progress in this area – as indicated by its inclusion in the index – there is still work to be done. Durban ranked 19 out of 35 cities; Cape Town is at 21 and Tshwane at 23; a sign that work on adopting greener practices has started, but is not yet complete. This sets a clear goal for cities to work towards by the time the next GDS-Index is to be compiled, in 2018.

MEETINGS AFRICA CREATES MARKET ACCESS FOR DEVELOPING ENTERPRISES

South Africans are well aware of the important contribution that SMMEs make to the economy. Nonetheless, developing companies continue to experience challenges, particularly when it comes to accessing the market.

Recognising this major obstacle led Meetings Africa to establish a programme showcasing small enterprises in the meetings industry.

The heart of the programme is the Hidden Gems Zone, where 10 SMMEs are invited to exhibit. Preference is given to winners of SA Tourism's Lilizela Tourism Awards, while other enterprises need to meet certain criteria. For instance, they need to have been in business for at least six months, and have a turnover of less than R45 million. They also need to be at least 50% black owned, and all accommodation establishments must be graded by the Tourism Grading Council. All other legislative compliance requirements must be met.

More than simply being able to exhibit at no cost, the SMMEs are also able to attend talks on Meetings Africa's Business Opportunity Networking Day (BONDay), where they

can learn invaluable lessons about the meetings industry and glean useful tips from established players and experts. Importantly, the zone is included in the walkabout by the Minister of Tourism.

SMMEs will also receive a further boost from Meetings Africa's Local Corporate Buyer Programme. Organisers have established a Speed Marketing Platform, where they are able to present information about their enterprises to the 10 local corporate hosted buyers who have been invited to attend the event.

Finally, SMMEs also benefit from media exposure. More than 100 members of the media are invited to attend Meetings Africa, where their information packs include a booklet containing information about the Hidden Gems Zone. Meetings Africa is also acquiring a media partner to provide information about the Hidden Gems, ensuring that they receive much-needed coverage in the media.

THE BEST OF AFRICA IN ONE PLACE

One of the greatest advantages of Meetings Africa is its potential for forging connections between professionals in the meetings industry, and those who can make use of their services. This is precisely why Dr Garth Brink, project manager at the South Africa Society of Travel Medicine (SASTM), is looking forward to the event.

Dr Brink explains that, having practised as a family physician since



Dr. Garth Brink
South Africa Society of
Travel Medicine

1972, his interest in travel medicine was sparked when he started conducting aviation medicals for pilots. After 1994, when South Africa's borders opened, he identified a need for patients to become more aware of the implications travel may have on health, especially as he was called upon with increasing frequency by insurance companies whose clients had sustained injury or illness. "Travellers need to be made aware of the precautions they should take when visiting a foreign country," Dr Brink comments. This goes beyond vaccinations for diseases such as yellow fever; people also need to be aware that their communities at home may be impacted if they contract viruses overseas. "Air travel has major consequences in terms of exposure to illness," Brink notes.

This is why SASTM is taking the lead in hosting the inaugural Pan African Travel Medicine Conference; an event which will take place with the full support of the International Society of Travel Medicine.

As project manager, Dr Brink is tasked with finding a suitable destination for the event, before honing in on an appropriate venue and identifying requisite suppliers. Resource restraints prevent him from visiting every possible destination, and while contracting the services of a PCO may help, the association would be limited to the organiser's contacts.

This is where Meetings Africa plays a role. Dr Brink describes it as "a wonderful platform where all suppliers and industry players are available, with literally hundreds of contacts available in one place. It's also an opportunity to link to different people in different spheres – an ideal chance to explore, visit, meet and see what we can develop," he concludes.



FOSTERING FUTURE STARS THROUGH FUTURE LEADERS FORUM

Who are the future stars of the meetings industry? And how will they address the challenges that evolve as part of the industry's rapid development?

These are some of the questions to be asked and answered at the Future Leaders Forum (FLF), one of the most exciting programmes featured at Meetings Africa.

Now in its fourteenth year, FLF in partnership with Tourism Educators of SA is more than simply a platform for exposing young people to the industry. It's also a vehicle encouraging them to flex their creative muscles, to get a taste of the type of issues industry players encounter on a daily basis, to find inspiration, and to network with professionals and experts who are able to share ideas and discuss solutions to common problems.

This career development initiative of SANCB offers new industry entrants a chance to attend round table discussions and participate in informative dialogues shedding light on industry trends, helping them understand the key concerns in the international arena as well as opening them to opportunities in the business events industry.

The highlight of the programme is the International University Challenge, where top tourism and hospitality students from across Southern Africa are invited to take

part in a fictitious brief putting their technical and creative skills to the test. The exercise is an extremely valuable one, giving participants a glimpse of what it's like to work on a pressured deadline for a client for whom ordinary just won't do. There can be no better classroom for acquiring skills and helping industry players gain a full understanding of sustainability; a topic which is gaining increasing attention as meeting planners struggle to balance the dynamics of people, planet and profits.

The rewards for contestants who best display the ability to help a city meet the needs of permanent residents well after the last meeting delegate has gone home, taking with them their lanyards, goodie bags and lecture notes, are rich indeed: they will pit their skills against participants from FLFs hosted in six other countries at the IMEX-MPI-MCI Future Leaders Forum International University Challenge at IMEX in Frankfurt – and the winner of this prestigious event will go on to attend the global industry's top international gatherings.

It's an exciting time for the industry, and the changes brought about through technology and evolving dynamics mean that it's going to become an ever more fascinating space. FLF is the best platform for youngsters to gain insight into this thrilling future.

Participation at Future Leaders Forum is by invitation only. Visit www.meetingsafrica.co.za



Lion near Xaus Lodge, Kgalagadi Transfrontier Park, Northern Cape
©South Africa Tourism

GERMANY: HEIDELBERG – CITY OF ROMANCE, CITY OF SCIENCE

IN HEIDELBERG SCIENTIFIC RESEARCH MEETS THE ROMANTIC OLD TOWN

With some 12 million tourists and 1.4 million overnight bookings in more than 7.000 hotel beds in 2015, Heidelberg is one of the most popular tourist magnets in Germany. Who can resist attractions such as the world-famous Heidelberg Castle, the romantic Old Town and the picturesque location of this beautiful city on the Neckar River, surrounded by hills and forests. Heidelberg has fascinated poets and painters for centuries and has become the epitome of the German Romantic period.

At the same time, Heidelberg is also a city of modern science, an important centre for Life Sciences – the University, the European Molecular Biology Laboratory, the German Cancer Research Center and the Heidelberg Max Planck Institute rank among the world's leading research institutions. Alongside them, Heidelberg boasts core competences in Environmental Management and Information Technology.

The view from the Philosophenweg Philosophers' Walk over the City of Heidelberg has already inspired the poets Hoelderlin and Eichendorff to create famous poems. ©Heidelberg Marketing GmbH, Daniel Jäger



Old town with corn market and Madonna statue.
©Heidelberg Marketing GmbH

PICTURESQUE OLD TOWN AND FASCINATING SIGHTS

Heidelberg is the epitome of the German Romantic period and it is no wonder it ranks high on the must-see list of so many tourists. Over 200 years ago Johann Wolfgang von Goethe wrote in his diary, "There is something ideal about the city and all that surrounds it, if I may say so."



Other poets of the Romantic period, such as Joseph von Eichendorff, Clemens Brentano and Achim von Arnim, also fell under Heidelberg's magic spell, as did author Mark Twain, composer Robert Schumann and artist William Turner.

And rightly so. There is much to see within the confines of this city; a wide array of sights and all so accessible. The majestic Heidelberg Castle, towering over the Old Town, is the jewel in the crown. Perhaps what makes it such a gem is the fact that it has been a ruin for over 300 years.

The long history of Heidelberg is inextricably interwoven with that of the over 600 year-old university, the Ruperto Carola, with its historical auditorium, the Alte Aula, almost sacred in its appearance. It is the oldest university in Germany.

Once upon a time, scholars dressed in starched frock-coats could be seen strolling ponderously along the famous Philosophers' Walk, the Philosophenweg. From this vantage point, the panoramic view over Heidelberg is unique – what lies before you is a spectacular postcard vista of the Old Town, the Old Bridge, the Castle and the almost 600 meter high Königstuhl, the holt overlooking the city. From the Philosophers' Walk, a winding path takes you down towards the Old Bridge, the Alte Brücke, another stonelike landmark of the former royal residence Heidelberg.

At the Old Bridge, the Nepomuk Terrace is the place for romantics – at the Lovers' Stone, the Heidelberger Liebesstein, lovers can attach a lock as a symbol of their undying love. A few steps away lies the Old Town, the Altstadt, with its picturesque squares, churches, museums and numerous other sights. In the quaint little lanes, alleyways and secluded courtyards of the historic city center, there are plenty of surprises awaiting the curious visitor. The kaleidoscope of overseas visitors to Heidelberg is matched by its own rich cultural repertoire ranging from dance to theater, music and many public events, a multi-faceted cultural scene which has something for everyone.

CUTTING EDGE RESEARCH AT AN INTERNATIONAL SCIENCE LOCATION

The charm of Heidelberg's Old Town is coupled with the most modern scientific pursuits. The symbiosis began some 200 years after the founding of the city, when the foundation stone was laid for Germany's oldest university "Ruperto Carola" in 1386. Today it is one of eleven universities of excellence in Germany and ranks amongst the leading universities worldwide. As such, the University of Heidelberg is at the center of an impressive research network and is closely associated with numerous non-university research

Corn Market and Heidelberg Castle during the festive season
©Heidelberg Marketing GmbH,
©Heidelberg Event GmbH,
Tobias Schwerdt



institutions such as companies in the Heidelberg region – particularly in the area of Life Sciences. Heidelberg’s University Hospital, the Universitätsklinikum Heidelberg, is synonymous with internationally acclaimed medical innovation and is one of the leading centers for medicine in Europe. It is here that more than 50 specialized departments with roughly 1.900 beds can treat around 66.000 in-patients and over 1 million out-patients each year.

The German Cancer Research Center, the Deutsche Krebsforschungszentrum (DKFZ), is the largest biomedical research institution in Germany and works closely with the university. The Heidelberg Ion Beam Therapy Center, the Heidelberger Ionenstrahl-Therapiezentrum (HIT), is currently the only therapy institution in Europe also working with heavy ions. It is the world’s first heavy ion treatment facility with a 360° rotating beam delivery system (gantry).

The European Molecular Biology Laboratory (EMBL), which is operated by 18 European countries and whose headquarters are in Heidelberg, is dedicated to fundamental research in biology. The Max Planck Society has four institutes in Heidelberg – the Institutes for Medical Research, Astronomy, Nuclear Physics and Foreign and International Criminal Law. Research institutions such as the Heidelberg Academy of Science (Heidelberger Akademie der Wissenschaften), the State Observatory (Landessternwarte) and the private Heidelberg Institute for Theoretical Studies (Heidelberger Institut für Theoretische Studien (HITS)), whose research primarily deals with the development of new theoretical approaches for interpreting experimental data, are beacons in the Heidelberg research landscape. Not least, with the Technology Park (Technologiepark) and Heidelberg’s Economic Development as primary contact point, Heidelberg has created two successful interfaces for young Life Science companies to facilitate close networking between science and economics.



Kongresshaus Stadthalle Ballsaal
©Heidelberg Marketing GmbH, Peter Lorenz

HEIDELBERG FOR MEETINGS & EVENTS

Heidelberg offers a wide choice of venues. Heidelberg Marketing introduces a choice of 18 conference and events venues. These include:

KONGRESSHAUS STADTHALLE

The city’s convention centre and largest venue ‘Kongresshaus Stadthalle’ was built in 1803 as a meeting and festival building for the city’s citizens. Combining the historical venues with modern technology, planners may create extraordinary events. The 14 event rooms with a total space of 2,500 sq m / 26.910 sq ft cater for groups from 20 to 1,250 persons.

Meeting Rooms	14
Max theatre	1250
Max classroom	384
Max cocktail	790
Max banquet	440

PORTLAND FORUM

The Art Nouveau construction built in the early 20th century has been designed to be a festival and celebration hall for workers and their family members of “Portland-Cementwerke Heidelberg und Mannheim AG” today known as “HeidelbergCement AG“. The facility is equipped with state-of-the-art technology. The ballroom caters for up to 600 persons – balcony included. Additional 3 meeting rooms are available.

Meeting Rooms	4
Max theatre	600

PRINT MEDIA ACADEMY

The 24 meeting rooms offer flexible room configuration, the atrium and the spacious foyer allow modern concepts using the state-of-the-art media resources and excellent caterers allow extraordinary concepts in one of Heidelberg’s most important convention and event venue.

Meeting Rooms	24
Max theatre	210

BÜRGERHAUS HEIDELBERG

The city’s second-largest, attractive venue has a flexible design to suit best to planners needs and offers very reasonable charges. The venue offers 4 halls, the entrance area, a media centre, and a café. The entire facility is accessible for wheelchairs.

Meeting Rooms	4
Max theatre	436
Max banquet	392

The city’s 18 conference hotels offer further facilities.

For information, please contact Heidelberg Marketing Business Service at business@heidelberg-marketing.de or visit www.heidelberg-marketing.com.

REDESIGNED ASSOCIATION DAY AT IMEX PUTS EMPHASIS ON PEER TO PEER EDUCATION & NETWORKING ACROSS ALL LEVELS OF THE PROFESSION

IMEX Association Day, the annual event exclusively for association professionals, will feature a new, extensively researched and redesigned programme when it takes place the day before the IMEX in Frankfurt exhibition in May.

The IMEX team has collaborated with planners from across the globe to gather views and experiences before creating this new structure to meet audience requirements even more effectively.

The restructured Association Day programme will feature a new Association Management Stream, covering topics such as understanding why members leave and how to persuade them to stay. There will also be two Meetings & Events Streams (A and B), addressing issues such as how to maximise member participation at events, and how to identify and approach new sponsors.

Each session is case study led with the emphasis on sharing best practice. Time for peer to peer discussion and networking is also factored into the day.

The Association Management Stream, hosted by ASAE, has been specifically designed for those in senior positions. Managing associations through turbulent times; developing an effective volunteer strategy; small association management and how to engage with future generations are among the topics to be discussed. Speakers include senior executives from the European Golf Course Owners Association and the Entomological Society of America who are set to share their knowledge of 'membership engagement and retention strategies'.

TRENDS IN MEETING AND DESIGN FORMATS

Davi Kaur, head of the congress unit at the European Cancer Association, will deliver a session in Meetings & Events Stream A on 'how to create a world class event', with a case study covering all aspects from event format to attendee experience and legacy. This new Meetings & Event Stream, chaired by the ICCA, will cover how to develop effective partnerships with convention bureaus and trends in meeting formats and designs. Speakers include Juliane Leyva Gonzalez, Congress Manager, European College of Sport Science and Roy Palmer, Executive Director, Association of International Seafood Professionals. It ends with a roundtable discussion on dealing with international cultural issues.

MANAGING EVENTS WITH A SMALL TEAM

Meetings & Event Stream B features a case study presentation on 'how to attract and retain more sponsors' with speakers from the British Bankers' Association and the International Diabetes Federation. Roger Simmons, regional sustainability director at MCI group is one of the confirmed speakers for 'how can associations make their events more sustainable.' This stream will also cover: top tips for effective programme and content development, negotiating global hotel contracts and managing events with a small events team. Other speakers include Christine Guillard, Head of Congress Account & Scientific Programmes at the European Society of Cardiology and Charlotte Balling, Event Manager at Danish Maritime Days.

Open to all levels of association professionals registered to attend IMEX as either hosted buyers or visitor buyers, Association Day offers a valuable opportunity for peer to peer education and networking, allowing participants to understand the successes and challenges faced by other associations.

Peter Reckling, from the Association of Social Work and Criminal Justice in Germany, who attended last year, says: *"This is the one day each year when I can look outside of my job and at the world outside.....and the future."*

Carina Bauer, CEO of the IMEX Group, explains: *"We wanted to ensure that we offer content that is a real benefit to association professionals at all levels of seniority and experience so we consulted more extensively than ever. The resulting programme is really strong and, as always, we have some excellent and highly motivated partners to thank for their expertise and contributions."*

The free afternoon of education, co-delivered by ICCA and ASAE: The Center for Association Leadership will be followed by the highly regarded networking reception, Association Evening hosted by Marriott Frankfurt.

For more information and to register visit www.imex-frankfurt.com/events/education/association-day/#Registration or contact Natasha Richards natasha.richards@imexexhibitions.com

IMEX in Frankfurt takes place at Messe Frankfurt from 16 – 18 May 2017.

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