

# Briefing



THE ESSENTIAL WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL, MEETINGS & EVENTS | 17-19 APRIL 2007

## AIPC Sales Summit to make return visit to IMEX

Following 2006's highly successful AIPC (International Association of Congress Centres) Sales Summit at IMEX 2006, the Summit is to return to IMEX 2007.

Bringing together sales and marketing executives from AIPC member centres all over the world, the 2007 Summit will identify and address the common influencing factors in this rapidly evolving market, drawing on experiences from AIPC members as far afield as Australia, India and Africa.

Taking full advantage of its global representation, broad experience and expertise present, the 2007 summit will also address specific solutions to those industry questions raised, and will look at how AIPC centres

around the world can create and put into practice strategies that will successfully tackle them.

Barbara Maple, President AIPC, commented "We have decided to revisit IMEX again with our Sales Summit as by creating a 'critical mass' of industry participation, IMEX is making events like this possible and helping us to do a better job for our members."

For further information on the AIPC Sales Summit at IMEX 2007 please contact the AIPC Secretariat Marianne de Raay +32 2 534 59 53 or e-mail [secretariat@aipc.org](mailto:secretariat@aipc.org).



■ Barbara Maple, President, AIPC  
[www.aipc.org](http://www.aipc.org)

## Karma joins Euromic

Karma House, Jordan, is the latest member to join EUROMIC, the Destination Management Partnership in Europe and the Mediterranean.

The Karma House team has over 20 years' experience and specialises in handling incentives, conferences and congresses throughout Jordan. The company sees itself as a partner for world travellers wanting to

explore the rich cultural and historical heritage of the Hashemite Kingdom of Jordan whilst also benefiting from its warm climate.

The team will join 25 other members and four world affiliates exhibiting on the Euromic stand at IMEX.

[www.euromic.com](http://www.euromic.com)



Euromic network expands to Jordan

Convention Services (JCS), Pacific World and Tour Hosts, recently held an Asia Pacific University in Tokyo. The two day University included visits to three of the JCS Tokyo sites - the conference management office, the communications office and the delegate services centre - plus an oncology congress for several thousand participants. The University was an exchange between the IT experts from each company sharing their latest technology experiences and methodologies, plus latest hardware and software demonstrations. Building relations for future exchange was also done via the hosts' wonderful Japanese hospitality.

INCON partners are in the thick of planning their participation at this year's IMEX and look forward to the networking and business opportunities that the IMEX week in Frankfurt offers.

[www.incon-pco.com](http://www.incon-pco.com)



New Chairs Bob Guy and Inge Hanser