

◀ GENERAL NEWS ▶

AIPC says EIBTM creates a forum for industry exchange

Like many other industries, the meetings industry faces changes in the market, client expectations and technology. In addition, it now has to address global issues such as sustainability and security.

The International Association of Congress Centres (AIPC) believes that the solution to these is to share information and expertise. To advance the industry, AIPC gathers members' experiences and uses this collective knowledge to develop strategies for responding to new challenges.

Edgar Hirt, AIPC's President, comments on the importance of the educational and seminar components in EIBTM, "Events like EIBTM play a key role. By creating a forum that brings much of the industry together on a regular basis, it provides a very necessary vehicle in enabling our members, along with other industry colleagues, to not only promote their products to the market but engage in discussion and debate on larger topics as well."

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