

Wild Card brings new destinations to IMEX



New destinations exhibiting in the Wild Card Pavilion this year include the Cook Islands; Novi Sad, Serbia; Tianjin Economic Technological Development Area (TEDA), China and The Masurian Conference Centre Zamek Ryn, Poland.

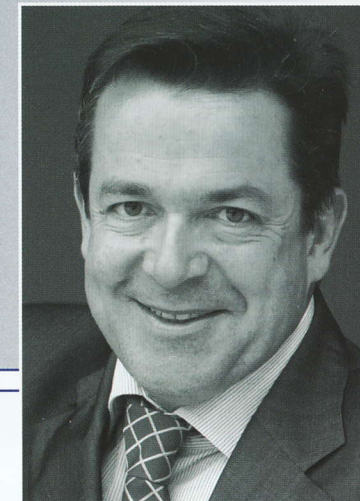
Every year IMEX provides emerging MICE destinations with the opportunity to exhibit at the show for free. The Wild Card package allows destinations

Novi Sad is Serbia's second largest city offering both urban sophistication and bohemian relaxation amongst the beautiful ornate architecture.

Tianjin is a modern city with 600 years of history known for its unique architecture and cuisine. TEDA is a well-built industrial zone with comprehensive infrastructure within easy reach of Beijing in northern China.

Keep talking in tough times

Edgar Hirt, president of the International Association of Congress Centres (AIPC) says the economic challenges of today call for even better communication strategies



The industry is finally feeling the full impact of the global economic crisis, and questions abound. How long will it last? How deep will it go? Most important of all, how should we cope?

In times like these, good communication is more important than ever, as it enables congress centres to both assess how they're doing relative to others and share strategies for maintaining and growing business under tougher conditions. AIPC sees events like IMEX as the perfect vehicle for addressing these needs.

First, we have the chance to gather members together in productive discussions. Our fourth International Sales and Marketing Summit will bring AIPC sales and marketing executives from around the world together with industry experts, clients and facilitators to generate the best possible strategic discussions.

Second, we will be participating fully in activities

designed to reach out to a broader audience, including communities and governments, many of which are owners of convention centres around the world. The IMEX Politicians' Forum today facilitates this communication, and will be particularly important in such a challenging year.

IMEX also offers an opportunity to reconnect with key clients, both on the show floor and via events such as the AIPC seminar where we will be joined by other major associations to review and assess the state of the industry.

Tough times demand better communications. That's what IMEX delivers, and AIPC will be taking full advantage.

Stand F390
www.aipc.org