

Globalisation increases the need for Face to Face Meetings

'We are a global world, which means global meetings. Meetings have been a solution over the centuries and today's globalisation can only enhance the need to meet, not, as a perceived advantage of social communication, detract. When people meet, things happen, things change, things improve and economy rises. Face to face meetings power the economy. We are now in a knowledge-based economy. Without learning from experience, without face-to-face interaction, without networking in real time with our peers, individuals, institutions, disciplines, we lose the ability to increase that essential knowledge. Without knowledge, our financial economy cannot improve.'

This was the statement with which Philippe Fournier, President, IAPCO began a keynote presentation at the ICPB's (India Convention Promotion Bureau) Conventions India Conclave – 2010 in India's Silicon Valley at The LaLit Ashok, Bangalore.

The Conclave attracted over 250 delegates representing both international and national buyers as well as ICPB members, and was inaugurated by Mr. G. Janardhana Reddy, Hon'ble Minister of Tourism and Infrastructure Development, Government of Karnataka.

This inaugural session was followed by the keynote presentation by Mr. Philippe Fournier on "Conferences in the Knowledge Economy: Face to Face Meetings are changing and empowering our World"



introduced by Mr. Shyam Nagpal, Hony, Secretary ICPB and India's first Alumni of IAPCO, who informed the audience of IAPCO's position as the most pioneering and prominent Association in the world of PCOs, with over 100 members from 37 countries.

Conferences have a key role to play in our knowledge based economy.

Philippe expanded on his opening statement; 'But do not be mistaken. Social Communication is an essential asset to the new type of meetings that are developing today. On-line activities can feed the meeting before, during and after the event, fuelling the ever-increasing knowledge economy. The new meeting formats are live, they are virtual, they are hybrid! Hybrid events are a mix of devices, applications, digital media and websites. Utilising SMS, social media, pod/webcasts, micro blogs, YouTube, smart phones –

and today is just the beginning. It is high-tech. And the knowledge economy uses high-tech as a weapon, a tool that helps to develop meetings by maximising face to face interactions.'

The Conclave was attended by high ranking dignitaries from the Government of India, State Governments and business tourism industry representatives.

IAPCO welcomes a whole new country

A year which has seen IAPCO welcome six new members has also resulted in another country being added to the list of those represented by its members.

Lebanon is the latest addition to IAPCO represented by Joelle Shammass, MD of Infomed International for Events. This brings the total number of countries represented within the membership to 37.

Whilst companies continue to apply for membership, [27 applications in the past year] achieving the quality standards imposed by IAPCO is, if anything, harder to attain than ever before, with just six making the grade during 2010. Stricter measures, controls and criteria are being enforced by the Quality Committee of IAPCO, thus ensuring that clients are confident in the quality standards of IAPCO members. IAPCO has 107 members (+5 Intergovernmental Offices) from 37 countries all driven by quality standards.

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Agriculture shows good for growth

Thousands of exhibitors and visitors from around the world gathered at the Zhengzhou International Convention and Exhibition Centre (ZZICEC), China as two large agricultural exhibitions were held recently attracting more than 3,600 exhibitors and in excess of 43,000 visitors between them.

ZZICEC will once again be packed in November with the National Commodity Fair and International Automobile Expo and, in an indication of the potential for growth in China; a total of 42 exhibitions will have been hosted at ZZICEC by the end of 2010 – an increase of 20% on 2009.

