



PRESS RELEASE - for immediate release - February 26, 2015

World's most influential meeting planners to convene in Dubai for IAPCO Annual Meeting in 2017

Dubai, United Arab Emirates: Dubai has won a bid to host the International Association of Professional Congress Organisers (IAPCO) Annual Meeting & General Assembly in 2017. The annual event brings together approximately 100 of the world's most influential conference organisers from 40 countries, who collectively manage approximately 7,000 meetings per year with a combined annual economic impact of over \$5 billion US dollars.

Dubai's hosting of the key meetings industry event was announced at the recently concluded IAPCO Annual Meeting in Lisbon, Portugal. The winning bid was spearheaded by Dubai Business Events (DBE), a division of Dubai Tourism which serves as the city's official convention bureau, in close partnership with local IAPCO members Meeting Minds and MCI Dubai. Key tourism industry stakeholders Emirates and Madinat Jumeirah also played a key role in securing the AGM.

Commenting on the win, Steen Jakobsen, Director of Dubai Business Events, said: "Part of our strategy to increase the number of visitors and business events hosted in Dubai every year centres on engaging with meeting planners and industry bodies from around the world to raise awareness about Dubai as a leading destination for international business events. By hosting the members of IAPCO, we are excited to be able to show what the city has to offer to a group of people who are highly influential in determining where major international meetings and association congresses take place every year."

IAPCO, the leading authority on professional congress organisation worldwide, is the universally accepted benchmark for quality and excellence within the international meetings industry. By welcoming IAPCO members to Dubai in 2017, local tourism industry stakeholders will also have the opportunity to build relationships with key meetings decision-makers, and showcase their products and services first hand.

Commenting on Dubai's bid, Michel Neijmann, current President of IAPCO, said: "The quality of Dubai's bid was outstanding and truly reflected the local co-operation of all stakeholders. The bid showed a great understanding and support of IAPCO's quest for quality in the meetings industry, and there is no doubt that the spirit of Dubai will inspire the members of IAPCO to keep learning and developing their businesses."

Medhat Nassar, CEO Meeting Minds Experts, the Dubai headquartered IAPCO member company, added: "IAPCO offers a unique quality assurance platform recognised by association, corporate and government clients, through applying a strict Quality Control process for its members. Wining the bid to host IAPCO 2017 is an excellent recognition of the Dubai meetings industry and a vote of confidence by highly influential Professional Conference Organizers in 40 countries."

"We are truly delighted by the outstanding support extend by our bidding partners Dubai Business Events, MCI Dubai, Emirates and Madinat Jumeirah, which has been instrumental in putting forward this successful bid," he added.

- ENDS -

NOTES TO EDITORS

About IAPCO: Meeting Quality

The International Association of Professional Congress Organisers (IAPCO) was founded in 1968, is registered in Switzerland and represents today more than 120 professional organisers, meeting planners and managers of international and national congresses, conventions and special events from 41 countries. IAPCO members [2014] organise in excess of 7075 meetings annually, totalling some 2.861 million delegates and representing an economic impact in the region of 4.63 billion euros. IAPCO is committed to raising standards of service among its members and other sectors of the meetings industry. Today IAPCO membership offers a unique quality assurance, since entry into membership of IAPCO is by meeting strict criteria and by continuous quality assessment. The high quality standards are secured by means of continuing education and interaction with other professionals. The Annual Seminars, The Meetings MasterClass and the Annual Meeting & General Assembly of its members are the highlight events of IAPCO.

For further information, please contact:

IAPCO Head Office: Brambles House, Colwell Road, Freshwater, PO40 9SL, UK Email: info@iapco.org www.iapco.org

About Dubai Business Events – the Official Convention Bureau

Dubai Business Events (DBE) – the Official Convention Bureau, aims to further develop and increase Dubai's share of the international business events market in order to grow economic development, jobs and knowledge creation in the emirate. DBE's main goal, as a division of Dubai Tourism, is to establish the Emirate as a premier business event destination by helping organizers of international meetings, incentives, congresses and exhibitions plan and manage every aspect of their event. DBE's service standards are audited by Lloyd's Register Quality Assurance as part of DBE's membership of BestCities Global Alliance that aim to deliver the world's best service experience for the meeting industry.

About Dubai's Department of Tourism and Commerce Marketing (DTCM)

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai's Department of Tourism and Commerce Marketing's (DTCM) mission is to increase the awareness of Dubai to global audiences and to attract tourists and inward investment into the Emirate. DTCM is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector; markets and promotes the Emirate's commerce sector; and is responsible for the licencing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the DTCM portfolio include Dubai Business Events, Dubai Events, Dubai Calendar, and Dubai Festivals and Retail Establishment (formerly known as Dubai Events and Promotions Establishment). In addition to its headquarters in Dubai, DTCM operates 20 offices worldwide.

For more information about DBE:

askdbe@dubaitourism.ae <http://www.dubaibusinessesvents.ae>