

# IMEX Wild Cards

**WORLD** - Chinese destination, Tianjin Economic, the Technological Development Area (TEDA), is one of four winners in the IMEX Wild Card programme, which gives emerging destinations and new conference centres a place at the annual meetings industry show in Frankfurt, Germany.

Two Eastern European destinations, the Masurian Conference Centre in Zamek Ryn, Poland, and Novi Sad in Serbia, also won a free Wild Card place at the Frankfurt exhibition later this year.

To qualify for the scheme, entrants must not have

exhibited at a major international fair before, although they must prove they have sufficient infrastructure and skill to support their ambitions to enter the meetings or incentive travel market.

In addition to a free exhibition place in the tailor-made IMEX Wild Card Pavilion, winners receive free accommodation as well as complimentary tickets to the show's Gala Dinner. The IMEX marketing team also provides each winner with year-round marketing support and guidance.