



**Martin Sirk**  
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Martin Sirk heads up ICCA, one of the most prominent organisations in the world of international meetings. A global association with members in around 90 countries with a head office in Amsterdam, ICCA's worldwide membership covers all the main supplier segments of the meetings industry: DMC's and PCO's, airlines, meetings hotels, convention bureaux, congress centres, and specialists such as consultants, software producers, exhibition organisers and publishers. ICCA's unique database of global meetings provides valuable information on business secured by destinations and an overview of trends and patterns in the international marketplace.