



IMEX Politicians Forum 2011

Tuesday 24 May

...Committed to creating a more harmonious and effective working relationship between the meetings industry and Politicians for the benefit of local and national economies.

The IMEX Politicians Forum, now in its 9th year, attracts some 30 politicians and 60 senior meetings industry executives from around the world. In recognition that business events spur economic development, encourage investment, and create jobs, local and national politicians and industry leaders come together to gain further understanding of the considerable value of meetings to a national economy. The Forum is widely regarded as the most important event in the meetings year.

Why should your local or national politicians attend the Forum?

- **Everyone wants “a piece of the action”...** A unique opportunity to visit over 150 destination stands exhibiting at IMEX and a real feel for the intense competition. The benefits of the Meetings Industry are well recognised in many different cities, countries and facilities whom are all looking for “a piece of the action”! Learn about the dynamics, demands and challenges of the industry in which you are invested. Politicians will be able to appreciate the objectives of their National Tourist Boards, Convention Bureaux and Convention Centres and the pressures of the international competition they face.
- **It’s not tourism...** A chance to understand the real and practical importance of why the meetings industry should be defined as a distinct sector.
- **It’s big business...** The meetings industry generates tens of billions annually in any currency, with business travellers generating three to four times the average per capita spending associated with leisure travellers. The Forum aims to address how this can be maximised at a local level.
- **But it’s not just about the money...** The financial returns are far outweighed by the broader community and economic development impacts this industry has. We will address the role the Meetings Industry plays in economic development of communities and countries in terms of meeting training and skills agenda’s, job creation, investment in infrastructure, heritage and cultural identity and sustainability.
- **Economic development...** A unique and valuable opportunity to meet fellow politicians and industry leaders from around the world to discuss current issues and exchange information to generate ideas for meeting your political agenda whilst also being sympathetic to the huge impacts government decisions can have on the meetings industry and the local economy.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

“I was immensely impressed with the magnitude of the global meetings industry and the overall setup and impact of IMEX on the sector as well as the networking and business platform it offers to exhibitors.”

**Mr Cumhur Guven
Tasbasi, Deputy
Governor of Istanbul**

★ ★ ★ ★ ★ ★ ★ ★ ★ ★



The Programme:

- 12:30 **Open Session:** Open to politicians and IMEX delegates.
Senior Industry representatives introduce how events can influence the well-being of destinations as a major driver of economic and social development across a range of industries.
- 13:30 **Visit the IMEX tradeshow.**
A chance to see the industry at work and visit your national stand.
- 16:30 **Politicians Forum.** Exclusive to politicians, industry leaders and civil servants only.
Politicians give meetings industry leaders an insight into the challenges they face and debate how they can form closer partnerships to achieve common goals.
- 19:00 **Drinks reception followed by dinner** (Invitation only)



What is provided for the politicians?

- o €300 towards your politician's flight to Frankfurt
- o 1 nights' accommodation at a 5 star hotel in Frankfurt
- o Arrival transfer from Frankfurt Airport
- o Complimentary VIP registration to IMEX and the Politicians Forum
- o Private tour of IMEX
- o Exclusive drinks reception and dinner



"Thank you so much for giving me the opportunity to attend the Forum. It really benefitted me, both as a politician and as a member of the Borås Tourist Organisation, as well as being very relevant to my work with the region as a whole.

The message was very clear – that the Meeting Industry is a big and important issue! I was very impressed with all the speakers, and with their level of competency.

I met many engaged, enthusiastic people and the whole exhibition was full of life. The entire programme was very well planned, and I was made to feel very welcome."

Lena Palmén, Elected Member of the City Council Borås / Borås Tourist Organisation



"This Forum was very important for my understanding of the meetings industry and its needs. The most important message is that we must have discussion between professionals and politicians....we must reinforce good collaboration between all the people responsible for a city's tourism."

Laurent Werhli, Minister of Economy, Tourism and Culture, Montreux, Switzerland.



Contact Information:

To take advantage of this valuable opportunity, please register your interest in inviting a local or national politician by emailing Debbie Woodbridge at: debbie.woodbridge@imexexhibitions.com

You will then be updated with further information and material to assist you.
Please visit our website for full information:

<http://www.imex-frankfurt.com/politforum.html>



JOINT MEETINGS INDUSTRY COUNCIL



The International Association of Congress Centres