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## News

### IMEX Wild Card entries reflect market growth

The continued rise of eastern European destinations within the international meetings industry is confirmed once again with the announcement that Torun (Poland) is among the winners of the 2008 IMEX Wild Card programme.

A second, free exhibition place has also been awarded to the republic of Armenia. Two further Wild Card places have also been awarded specifically to new German exhibitors - Holstein Eventmarketing and Marketingkooperation Stde Schleswig-Holstein. The IMEX Wild Card programme offers aspiring entrants into the international meetings market the chance to exhibit free of charge alongside established destinations and other participants. To qualify for the scheme, entrants must not have exhibited at a major international fair before, although they must have sufficient infrastructure and skill to support their ambitions to enter the meetings or incentive travel market. Torun, Poland, which welcomes one million tourists each year, can currently host events for up to 1000 delegates and has a growing reputation as a centre for science, medicine and new technology. Formerly part of the Soviet Union, Armenia is now an independent country and a new destination for meetings and incentive travel buyers. Armenian Event, the events department of Aquarius Travel, claims it has a good infrastructure that almost matches European standards. Holstein Eventmarketing specialises in planning conferences or incentives



Torun, Poland will be present at IMEX 2008

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for smaller groups. Marketingkooperation Stdte in Schleswig-Holstein has been honoured several times in various local business awards and its team is passionate about sustaining and developing a strong meetings industry within the state.

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