

Beat: Travel

IMEX at Frankfurt 2016

What does IMEX stand for?

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USPA NEWS - Just for Worldwide Exhibition for Incentive Travel.

The show packed with opportunities to do business closed yesterday, finding new suppliers and prospects, to learn about the latest trends and meet industry colleagues from across the world.

With 3,500 exhibiting companies representing 150 countries, 400+ exhibitor-networking events and with over 180 education sessions, the scope for business and learning was greater than ever.

Keynote speaker David DuBois, President & CEO of the International Association of Exhibitions and Events and Immediate Past Chair of Convention Industry Council, highlighted the worldwide impact of the meetings and events industry on the economy and overall marketplace beyond tourism.

In a powerful and engaging speech, he said: "The business events industry provides the catalyst for transitioning towards a knowledge and creative society. Indeed governments themselves acknowledge that it takes a meeting or a summit to solve global issues and to avoid catastrophe"; and when scientists, medics and technologists meet, they too change the world."

Ray Bloom, Chairman of the IMEX Group said: "There are countless opportunities for everyone to do business, learn or meet here this week. The thousands of exhibitors, buyers, press and other industry professionals here this week to make the most of these opportunities is testament to the strength, resilience and vibrancy of our important sector."

"Business is Personal" was a new theme to meet buyers' own personal development and professional needs, with sessions on leadership skills, developing confidence and fostering strong connections. The show also reflected this with meditation and yoga sessions in the new Be Well Lounge (by InnerSense and supported by Weichlein Tours + Incentives and Munich Convention Bureau), and the IMEXrun early on Wednesday (7am) inspired by Rio de Janeiro.

Next year's IMEX in Frankfurt takes place 16 - 18 May 2017. The IMEX Group also runs IMEX America, America's worldwide exhibition for incentive travel, meetings & events, which will take place at Sands Expo and Convention Center, at The Venetian | The Palazzo in Las Vegas on 18 to 20 October 2016.

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