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Thursday, 17 January 2008

### Poland and Armenia win IMEX exhibition packages



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The continued rise of Eastern European destinations within the international meetings industry is confirmed with the announcement that Torun (Poland) and the Republic of Armenia are among the winners of the 2008 IMEX Wild Card program. Two further Wild Card places have also been awarded to new German exhibitors - Holstein Eventmarketing and Marketingkooperation StÄ¼dte Schleswig-Holstein.

The IMEX Wild Card program 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.

IMEX 2008 will take place from 22-24 April in Hall 8, Messe Frankfurt, Frankfurt, Germany.

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