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MTA named green exhibitor of the year



## MALTA GOES GREEN AT IMEX

The Malta Tourism Authority (MTA) has won the Green Exhibitor Award at IMEX 2008.

Malta was awarded the prize in recognition of the extensive 'greening' of their stand. Head of the judging panel Amy Spatrisano, president of the Green Meeting Industry Council, explained: "Once people start rethinking their approach to the environment as an exhibitor, they become very energised by it. The Malta stand was a great example of how to use natural daylight and how to plans materials so they can be recycled or reused. They also established a good working relationship with the stand designer, who was equally enthusiastic about the challenge."

Malta's success this year is attributed to its use of lightweight, recycled materials and water-based paints in its stand construction together with a much reduced use of plastics, paper and water. With the help of stand designers, Zaffarese Exhibitions & Events Ltd and German suppliers of modular systems, Octanorm, judges decided that Malta had achieved a high standard of environmentally-friendly compliance. They also heard how Malta had been inspired by the new Eco-Certification Scheme recently introduced by the Malta Tourism Authority. This helps the islands many hotels to attract more visitors by demonstrating clear environmental performance measures.

Judges also praised Malta for approaching their IMEX stand design with a "creative yet impressively sustainable mindset."

The Green Exhibitor Award was launched in 2006 to encourage and reward exhibitors that have demonstrably reduced the environmental impact of appearing at IMEX.

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