

# IMEX 2010 POLITICIANS FORUM

Tuesday 25 May 2010, Frankfurt



## The theme of the Forum:

**"Delivering Economic and Social Benefits in your Destination and Community through Meetings and Events."**

The Politicians Forum will examine how supporting the meetings and events industry can help achieve political objectives. Case studies will illustrate the role that meetings and events play in the economic and social development of destinations and communities in areas such as job creation, training and skills, education, information exchange, infrastructure development, research, creative enterprise, heritage, cultural identity and sustainability. Politicians and senior industry executives will present case studies to support these important messages so that the true value of meetings and events can be fully realised to revitalise economies and communities as the world recovers from the recession.

## The programme:

### Session 1: Open session – open to politicians and IMEX delegates

12.30 – 12.35	Welcome and opening remarks by Michael Hirst OBE, Chairman, Business Visits & Events Partnership, UK and Director and Treasurer, The Tourism Alliance, UK
12.35 – 12.55	Rod Cameron, President, Criterion Communications Inc. and Director of International Development, Association International Palais de Congres (AIPC) Presentation: "Meetings and conventions as strategic tools for economic development"
12.55 – 13.15	Samuel Koo, President and Chief Executive Officer, Seoul Tourism Organisation Case study: "The relationship in Seoul between the meetings industry and city politicians and officials"
13.15 – 13.35	Hein Verbruggen, President, SportAccord and Honorary Member of the International Olympic Committee Presentation: "How an Olympic event enriches a destination and enables economic and social benefits to be realised"
13.35 – 14.00	Q & A
14.00 – 15.30	Visit IMEX*

\*We regard the visit to IMEX as a very important part of the programme. It is a unique opportunity to see the meetings industry at work, visit your own national stand and gain an insight into your global competition. We urge you to take maximum advantage of this opportunity. IMEX opens at 10.00.

**Session 2: By invitation only and exclusive to politicians, civil servants and industry leaders.**

16.30 – 16.32	Welcome by Ray Bloom, Chairman, IMEX Group
16.32 – 16.40	Introduction by Michael Hirst
16.40 – 16.55	Opening remarks by: Leigh Harry, President, Joint Meetings Industry Council (JMIC) Olivier Lepine, Chairman, Convention Division , European Cities Marketing (ECM) Edgar Hirt, President, Association International Palais de Congres (AIPC)
16.55 – 17.15	Régis Labeaume, Mayor of Quebec Case study: Quebec's 400 <sup>th</sup> anniversary celebrations
17.15 – 17.35	Hon Bruce Baird MP Parliament of Australia, House of Representatives Case Study: "Lobbying for the Melbourne Convention Centre"
17.35 – 17.55	Svend Olling, Head of Department, Danish Ministry of Foreign Affairs, Denmark Presentation: "The economic and social impact of COP15 on Copenhagen and Denmark"
17.55 – 18.00	Daniel Fasquelle (MP), Deputy Mayor, Le Touquet, President Terre de Tourisme Presentation: "Introduction to France Terre de Tourisme, a recently formed lobby group of 140 Senators and Députés"
18.00 – 18.20	Hervé Gaymard, Député, ex French National Government Finance and Economy Minister, President, Savoie Department <i>Topic to be confirmed</i>
18.20 – 19.10	Open Debate
19.10 – 19.15	Summary and Conclusion by Michael Hirst
19.15	Reception followed by Dinner (invitation only)