

IMEX Wild Card winners

WINNERS of the IMEX Wild Card 2009 contest are Novi Sad, Vojvodina in Serbia; The Cook Islands; Tianjin Economic, Technological Development Area (TEDA) in China; and Masurian Conference Centre Zamek Ryn in Poland.

Each winning destination receives free exhibition space within the Wild Card Pavilion at IMEX 2009, to be held from May 26 to 28 in Hall 8, Messe Frankfurt. They also receive discounted air fares, two complimentary hotel rooms for three nights in Frankfurt, plus free tickets to the IMEX gala dinner and benefit from marketing support to help them present their destination at the show.

Wild Card entrants had to justify their potential as a completely new MICE destination or a new convention and conference centre from a new and emerging destination. None were permitted to have exhibited at a major meetings or incentive travel trade fair before.

They also had to demonstrate that they had the commitment and capacity to handle new business and that their destination has the infrastructure to support the demands of the MICE travel market.

Over 3,500 exhibitors from more than 150 countries are expected to attend IMEX 2009 in Frankfurt. ■