

media release

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Conventions Malta participates at IMEX 2017 in Frankfurt

Conventions Malta experienced another successful participation at an international fair, this time at IMEX 2017, which was held in Frankfurt between 16th and 18th May. The fair is internationally renowned with event organisers, NGO's and companies involved in the M.I.C.E. sector. This year's trade show saw the participation of 3,500 exhibitors and 3,997 hosted buyers.

Conventions Malta's 'Access All Areas' concept and its colourful logo were prominently displayed all over the specially designed stand on a background of vivid yellow, the brand's primary colour, which made the Malta stand one of the most noticeable in the exhibition hall.

Numerous meetings were held with hosted buyers and representatives of the Conventions Malta team that came from the Malta head office, as well as the Germany, United Kingdom and US offices. Also present at the fair were the Head of Conventions Malta, Mr. Edward Zammit and the MTA Director responsible for the German market, Mr. Peter Cauchi.

A number of meetings were also held by the seventeen companies representing Malta, which were participating on the Conventions Malta stand. An informative destination presentation was given over the three days to groups of hosted buyers, promoting the Maltese islands as an outstanding choice for conventions and meetings. The focus of the presentation was that Malta is a small island with a big potential, that provides exceptional service with a difference.

The fact that Valletta is scheduled to be the European Capital of Culture in 2018 was also given prominence at this year's IMEX. During the fair, visitors to the Conventions Malta website could access the multilingual digital platform launched on this occasion, making it possible for one to select the language of one's choice.

Mr. Paul Bugeja, Malta Tourism Authority CEO, who was also present at the fair, commented how "Reputable international fairs such as this one is a great way to provide the Maltese Islands with further exposure, and having time to speak to potential clients face to face is arguably more effective than advertising".

Mr. Bugeja continued by saying that in the first three months of 2017, the German market has been very fruitful, with inbound visitors increasing by 8,356 guests (or 31%) when compared to the first three months of 2016.

Mr. Bugeja concluded by thanking all co-exhibitors for their collective effort in making the participation in this fair yet another success and for the sterling work they do throughout the year to attract M.I.C.E. buyers to Malta, as well as the Conventions Malta team, both locally and overseas.

