



media release

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Highly successful participation by Conventions Malta in Barcelona Event

Conventions Malta, the MICE division within the Malta Tourism Authority, recently participated at the 30th edition of the IBTM World Fair in Barcelona, together with eighteen Maltese trade partners who coexhibited on the Malta stand. of the coexhibitors included conference hotels, conference centres, Quality Assured destination-management companies, Air Malta and other service providers.

IBTM, which stands for Incentive, Business, Travel and Meetings, is a tradeshow that caters to the Meetings, Incentives, Conferences and Events (MICE) industry. This year, IBTM World announced it scheduled the highest number of matched appointments between trade partners and prospective clients in the last four years, with over 51,000 matched appointments that took place over two days.

76 meetings were held with Conventions Malta on the Malta stand. These included meetings with 52 agencies, 16 associations and eight other companies, including corporate ones. In addition to scheduled meetings, there were a number of walk-ins on the Malta stand. A total of 271 hosted buyers visited the stand throughout the three days.

This trade show organized by Reed Travel Exhibitions is considered to be one of the flagships in terms of must-attend events for MICE. Reed also have a portfolio of another six regional events across the Middle East, Americas, Asia and Australia. IBTM World took place between the 28-30th of November 2017 in Spain.

Mr Peter Cauchi, Head of Conventions Malta, explained that together with the team from Head Office, representatives from the destination's main source markets (France, Germany, Italy and United Kingdom) contributed towards the meetings held daily on the stand. Presentations were held daily to promote the destination and highlight the infrastructure and services found on the Island. Visitors to the stand could sample Maltese snacks food and drinks such as Kinnie, Cisk Lager, Emmanuel Delicata Winemaker and Meridiana Wine Estate wines, together with Twistees featuring the limited V18 editions.

The MTA's CEO, Mr Paul Bugeja, remarked on the fact that this is the second year that Conventions Malta have participated with their new branding. He said that exposure to the Conventions Malta brand is

of utmost importance, considering the fact that there was an increase of 6.6% in the number of tourists that came to Malta for business purposes in last year, when compared to the year before. Between 2015 and 2016, there was an increase of 7,928 tourists for business purposes visiting Malta, reaching a total of 127,967.

Mr Bugeja concluded that the MTA and its MICE division, Conventions Malta, truly believe that the Maltese Islands are able to offer a distinct experience for small and larger businesses, in some truly unique settings.

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Suċċess għal Conventions Malta f'Barċelona

Conventions Malta, li hija parti mill-Awtorità Maltija għat-Turiżmu, riċentement ipparteċipat fit-tletin edizzjoni tal-IBTM World Fair f'Barċelona, flimkien ma' tmintax-il imsieheb fl-industrija tat-turiżmu li eżebixxew dak kollu li għandha x'toffri. Fost l-eżebituri kien hemm lukandi, ċentri ta' konferenzi, destinazzjonijiet bil-marka ta' kwalità, kumpaniji tal-immaniġjar, l-Air Malta, u fornituri ta' servizzi oħra.

IBTM tfisser 'Incentive, Business, Travel and Meetings' u din il-wirja hija maħsuba għall-industrija tal-laqgħat, konferenzi u avvenimenti (MICE). Din is-sena, IBTM World habbru li skedaw l-oġġla numru ta' appuntamenti bejn nies fl-industrija u klijenti prospettivi f'dawn l-aħħar erba' snin. Fi żmien jumejn, saru aktar minn 51,000 appuntamenti.

Fil-padiljun ta' Conventions Malta, saru 76 laqgħa. Dawn inkludew laqgħat ma' 52 aġenzija, 16-il assoċjazzjoni u tmien kumpaniji oħra, inkluż dawk korporattivi. Barra minn hekk, kien hemm numru ta' nies li żaru l-padiljun mingħajr appuntamenti. B'kollox, 271 xerrej żar il-padiljun f'temp ta' tliet jjiem.

L-eżibizzjoni, organizzata minn Reed Travel Exhibitions, hija meqjusa waħda mill-aktar importanti fejn tidhol l-industrija MICE. Reed għandhom portafoll ta' sitt avvenimenti oħra tul il-Lvant Nofsani, l-Amerika, l-Ażja u l-Awstralja. IBTM World saret bejn it-28 u t-30 ta' Novembru 2017 fi Spanja.

Is-sur Peter Cauchi, il-kap ta' Conventions Malta, spjega li flimkien mal-uffiċju ewlieni u mas-swieq ewlenin (Franza, il-Ġermanja, l-Italja u r-Renju Unit), il-padiljun Malti provda servizz eċċellenti waqt il-laqgħat li saru kuljum. Minbarra laqgħat, saru wkoll preżentazzjonijiet biex Malta tkun promossa bħala destinazzjoni u biex ikunu riklamati s-servizzi li kapaċi wieħed isib hawn Malta. Dawk li żaru l-padiljun setgħu jduqu prodotti Maltin, bħal Kinnie, Cisk Lager, inbid ta' Emmanuel Delicata u ta' Meridiana Wine Estates, u Twistees bl-edizzjonijiet speċjali tagħhom għal V18.

Is-sur Paul Bugeja, CEO tal-MTA, irrimarka dwar il-fatt li din kienet it-tieni sena li Conventions Malta ipparteċipat bil-branding il-ġdid tagħha. Qal li din it-tip ta' opportunità hija tajba hafna għal Conventions Malta, meta wieħed jikkonsidra l-fatt li kien hemm zieda ta' 6.6% fl-ammont ta' turisti li ġew Malta għal skop ta' negozju s-sena li għaddiet, meta mqabbel ma' sena qabel. Bejn l-2015 u l-2016, kien hemm zieda ta' 7,928 turist li ġie Malta għal skop ta' negozju, b'total li laħħaq il-127,967.

Is-sur Bugeja ikkonkluda li l-MTA u Conventions Malta jemmnu verament li l-gżejjer Maltin kapaċi joffru eseprjenza unika għal negozji żgħar u kbar, fejn ix-xogħol u r-rikreazzjoni jistgħu jsiru b'faċilità u fi sfond uniku

ibtm WORLD
BARCELONA, SPAIN
28-30 NOVEMBER 2017

Show Catalogue

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CONVENTIONS
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Visit us at Stand D30

Organised by  Reed Travel Exhibitions



Floorplan sponsored by

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Main Stand Holders

Agencia Sevia (Spain) - Cruise, Chartered Cruises & Holidays (LSE)	137	TCC Network	080
American Ministry of Tourism	156	Traveland Convention & Exhibition Bureau (TCEB)	160
Arabia Convention International	A24	Thomas Cook Cruise	024
Bahrain Convention Bureau	G45	Tropic Hotels	024
Brazil Convention Bureau	G20	Tourism and Foreign Affairs Department of Almaty City 117	114
San Francisco Travel Association	G20	Tourism Marketing/Communication	114
San Francisco Travel Association	A88	Tourism Patterns cc	114
Sarajevo Region	380	TravelU	0233
Shanghai Convention Bureau	C70	TravelMedia	0205
Shanghai Convention Bureau	A91	Turispain	022
Singapore	B21	Turkish Culture & Tourism Office	025
Singapore Convention Bureau	M54	Uganda Tourism Board	E30
Singapore Convention Bureau	L84	Ungelboeck Software International GmbH	075
Singapore Convention Bureau	D30	UNICEF	0149
Singapore Convention Bureau	B80	USA - Stand USA - VisitTheUSA.com	M38
Singapore Convention Bureau	C50	Valencia Convention Bureau	F09
Singapore Convention Bureau	G24	Virgin Limited Edition	C48
Singapore Convention Bureau	M30	Visit Faroe Islands	J14
Singapore Convention Bureau	G80	VisitEngland	F05
Singapore Convention Bureau	K91	VISITFLANDERS Convention Bureau - Flanders & Brussels (Belgium)	G35
Singapore Convention Bureau	L41	VisitPortugal	G05
Singapore Convention Bureau	O23	VisitScotland Business Events	E00
Singapore Convention Bureau	D25	Washington DC / Destination DC	F20
Singapore Convention Bureau	120	WATA	N42
Singapore Convention Bureau	N80	Waystation	R04
Singapore Convention Bureau	K70	Wedgewood DMC Group	0145
Singapore Convention Bureau	F10	World of DMCs	J30
Singapore Convention Bureau	H71	Worldhotels	L35
Singapore Convention Bureau	E15	Worldwide Cruise Associates	L10
Singapore Convention Bureau	H40	Wyndham Hotel Group	L16
Singapore Convention Bureau	B80	Zacchera Hotels	J29
Singapore Convention Bureau	M22	ZanTours	J26
Singapore Convention Bureau	B75		N74

Exhibitor list correct at time of going to press.

ibtm® WORLD
BARCELONA, SPAIN
10 NOVEMBER 2017

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CONVENTIONS MALTA RETURNS ONCE AGAIN AT THIS YEAR'S EDITION OF IBTM WORLD

Visit us on the Malta Stand D30 and meet with our co-exhibiting partners to learn more about our destination and product offer. Co-exhibitors will include top conference hotels, Destination Management Companies, Conventions Centres and our national airline, Air Malta plc.

Learn about the developments taking place on the island which are geared towards ameliorating our local infrastructure. Join us during one of our Destination Presentations and meet with the Conventions Malta Team; learn about the activities and events taking place in our Capital throughout 2018 as the city steps up to its throne as European Capital of Culture. Visit us on our stand to savour some local delicacies and experience the taste of Maltese Hospitality!

CONVENTIONS malta

www.conventionsmalta.com



The cover of the 'ibtm WORLD Show Catalogue'. The top section is white and contains the following text: 'ibtm[®] WORLD' in a bold, dark red font; 'BARCELONA, SPAIN' and '28-30 NOVEMBER 2017' in a smaller, black font. Below this, the title 'Show Catalogue' is written in a large, elegant, dark red serif font. Underneath the title, it says 'Sponsored by' in a small black font, followed by the 'CONVENTIONS malta' logo, which consists of a stylized Maltese cross in red, green, and blue, with the word 'malta' in a bold, black sans-serif font. At the bottom of the white section, it says 'Visit us at Stand D30'. The bottom right corner of the cover features a photograph of a smiling woman with dark hair, wearing a red blazer. The background of the entire cover is a mix of white, red, and yellow geometric shapes.





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CO-EXHIBITORS



A+DMC by Robert Arrigo & Sons



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Bloom! Connecting Places & People



Captain Morgan Cruises



Colours of Malta



ECMeetings



Grand Hotel Excelsior



Hilton Malta



InterContinental Malta



Mediterranean Conference Centre



MFCC - Malta Fairs and Conventions Centre



MI Malta



Radisson Blu Malta St. Julian's



Salini Resort



Special Interest Travel (SIT)



Studio 7 Co. Ltd



The Westin Dragonara Resort, Malta



