

## Australia: Melbourne Convention Bureau enters a new era

The Chief Executive Officer of the Melbourne Convention Bureau announced a complete rebrand for the organisation.

MCB, formerly known as the Melbourne Convention + Visitors Bureau, now has a new brand complete with a new logo and, most significantly, a new name, removing the word 'Visitors' to adequately reflect its core business of attracting business events to the state.

The logo has been designed to modernise MCB's brand identity; keeping the traditional 'M' silhouette but refreshing it with a vibrant and energetic red, adding colour gradients to create a spotlight effect and using a new, more contemporary font.

As part of a Strategic Business Plan launched in May last year, the bureau decided to undergo a complete rebrand in order to form a more holistic approach to our visual identity to assist the office in creating clear and increased brand awareness, both domestically and internationally.

[www.melbournecb.com.au](http://www.melbournecb.com.au)



## Meeting Place Berlin: Berlin, Germany: Fall in Love with a City!

Berlin is a truly unique city for convention and meeting participants. They stay in one of the 600 modern hotels, attend events in the ICC Berlin or the Orangerie and discover a neighbourhood culture unparalleled in the world.

Planners have the unique opportunity to get to know Berlin from 4-8 July 2013 at the Meeting Place Berlin. This gathering is hosted by the *visitBerlin* Berlin Convention Office and its partners. Participants will have the chance to speak with representatives from Berlin's hospitality industry, convention centres and locations. They will discover the new conference and event venue, CityCube Berlin. And they will follow the traces of the Wall...



Registration for planners with events of 100 persons or more is available at [www.meeting-place-berlin.com](http://www.meeting-place-berlin.com)

## China, Hong Kong: HKCEC crowned Best Convention & Exhibition Centre

The Hong Kong Convention and Exhibition Centre (HKCEC) has been voted "**Best Convention & Exhibition Centre**" for the fourth time in the 23rd Annual *TTG Travel Awards 2012*.

The *TTG Travel Awards* has been recognizing the best of the Asia-Pacific travel industry since 1989. The vote of confidence by about 60,000 *TTG's* readers in 2012, who are industry leaders in travel trade, is probably the best and most credible recognition that any winner organisations can receive.

The HKCEC was delighted to receive such high-level recognition as one of Hong Kong's most well known landmarks.

[www.hkcec.com](http://www.hkcec.com)



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## New E-booklets on [micePLACES.com](http://micePLACES.com)

### NEW: Hamburg, Germany

Germany's second-largest city and one of Europe's largest ports, offers outstanding infrastructure. Elegant and cosmopolitan, extravagant shopping malls, magnificent promenades, famous Reeperbahn and St. Pauli — the magical aura of faraway places is still present in the old warehouse quarter and the quaint canals. The "gateway to the world" offers numerous special and unique locations and a great variety of hotels to host any type of MICE events.

[Click here to view](#)



### NEW: Moscow, Russia

Easily identified by its famous UNESCO gems — the Kremlin and the onion domes of St Basil's Cathedral that tower above Red Square, Moscow is home to some of the world's most famous cultural institutions: Bolshoi Theatre, Pushkin Museum of Fine Arts and Moscow Tchaikovsky Conservatory. Completed by a wide range of hotels, world-class conference facilities and unique venues, Moscow is an ideal MICE destination.

[Click here to view](#)



### NEW: Brazil

Brazil, South America's biggest and most influential country is one of the world's economic giants; revered for its football prowess, coffee production and distinctive music and home to a multitude of ethnic groups sharing energy and passion. Weather going to Sao Paulo, Rio de Janeiro or any other destination — high end infrastructure and experienced staff create an incredible momentum for events of any kind.

[Click here to view](#)



**Germany: GCB German Convention Bureau: mobility counts**

As per the recently published Global Competitiveness Report 2012-2013 by the World Economic Forum's (WEF), Germany is a global infrastructure leader. In the comparison of productivity and development among more than 140 nations, the report lists Germany third in respect of the quality of its infrastructure. The report particularly highlights Germany's first-rate facilities across all kinds of transport. For the majority of MICE organizers transport connections are ranked top of the list. This is one reason why Germany maintains its position as one of the most popular meetings and event destination worldwide.

About 40 airports, approx. 8,000 miles of motorway and a one of a kind rail network allows easy and uncomplicated travel to and from events in Germany. Meeting planners and participants benefit from a high level of engineering and professionalism, as the WEF research underscores.

[www.gcb.de/en](http://www.gcb.de/en)



**New in the Do-It-Yourself Workbook on [micePLACES.com](http://micePLACES.com)**

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- Room rental.
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- Projector and screen for duration of meeting.
- Note Pads and pens for all meeting participants.

**This promotion is valid for events booked before March 31, 2013. Click here for details and reservations!**



**Germany, Düsseldorf: Launch of KÖLNDÜSSELDORF – The Meetropolis in America 2012**



The "Meetropolis" presented itself in the USA in 2012 for the first time. The two Rhine metropolises of Cologne and Düsseldorf jointly presented what they have to offer to North American MICE planners. Meetropolis representatives during industry trade shows provided comprehensive information on the advantages of the Rhineland as a German conference region. With the concept "KÖLNDÜSSELDORF – The Meetropolis" the two cities are bundling what they offer and are jointly marketing themselves as a conference region, especially on the international markets. The

two cities on the Rhine River offer ideal conditions for international MICE events: their central location and excellent infrastructure guarantee first-class accessibility and accommodation. Concentrated conference experience, know-how, a wide variety of venues and service quality form the basis for the success of every kind of event. Event planners can find all they need to know about the Meetropolis region and get information about infrastructure, hotels and event venues in the two cities at [www.meetropolis.de](http://www.meetropolis.de)



**InterContinental Miramar Panama**

**Panama City, Panama** Located in the heart of the city, near the financial and commercial centers of Panama, the hotel is perfectly suiting mice needs with its 11 meeting rooms and 2 elegant ballrooms. With recently renovated areas for guest enjoyment, the hotel offers delightful culinary experiences at its restaurant, pool bar and lobby bar.

185 Rooms/Suites 13 Mtg Rms, Theater 450, Classroom 275, Cocktail 500, Banquet 400  
[See more details!](#)



**Real InterContinental Guatemala**

**Guatemala City, Guatemala** The Place To Be. The 5-Star hotel is located at the entertainment and business center of Guatemala and within walking distance from the best restaurants, stores and nightlife. Choose from 4 restaurants and enjoy nightlife at the Scenario Bar. Rooms offer high speed Wi Fi, custom mattresses, sound proof windows and more.

239 Rooms/Suites 19 Mtg Rms, Theater 1,200, Classroom 600, Cocktail 1,000, Banquet 768  
[See more details!](#)



**Crowne Plaza San Salvador**

**San Salvador, El Salvador** Offering the biggest Convention Center in San Salvador with 23 fully-equipped state-of-the-art meeting rooms and magnificent views of the San Salvador volcano, the seven story hotel is strategically located within the World Trade Center and Torre Futura Complex where numerous offices and embassies are located.

194 Rooms/Suites 23 Mtg Rms, Theater 1,800, Classroom 960, Cocktail 1,800, Banquet 1,020  
[See more details!](#)

## Italy — Palacongressi di Rimini – the first year success story

In its first 12 months of activity, the Palacongressi di Rimini hosted 79 events. The conference center for up to 9,000 people, managed by the Riviera di Rimini Convention Bureau, has published its first results and announced a significant increase (42%) in demand for its venue.

And the future looks bright: four national medical-scientific congresses are scheduled, the 2013 European Cheerleading Championships, the 2015 World Championships of Magic and the 2020 World Inorganic Chemistry Congress are in the pipeline.

[www.riminipalacongressi.it](http://www.riminipalacongressi.it)



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## The Netherlands: Amsterdam - Introducing 300 Unique Venues



The Amsterdam Tourism & Convention Bureau and the cities of Amersfoort and Utrecht have created a project called "Mice Meets Metropolis" and have produced a booklet listing 300 lesser known, high quality venues for meetings and seminars. The listing of remarkable venues, most of them situated outside major city centers, offers very useful and supportive information as well as detailed maps. For planners who love venues "off the beaten track", this booklet is a perfect tool to

make some nice choices in the future. The website link is in Dutch language only right now, but should be available in English soon.

[www.micemeetsmetropolis.nl](http://www.micemeetsmetropolis.nl)

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Czech Tourism

**Prague, Czech Republic** Offering quality service to world conference delegates the country ranks in the top 15 meeting destinations worldwide. The favorable location in the heart of Europe gives visitors easy access to all destinations within the country. Being a modern country with a rich history and relaxing atmosphere, the country and its capital Prague offer an almost uncounted number of extraordinary venues.

[See more details!](#)



InterContinental  
London Park Lane

**London, England** Situated at one of the Capital's most prestigious addresses, overlooking the Royal Parks and just a stone's throw from Knightsbridge and Buckingham Palace, the hotel reinvents traditional luxury to present modern and flexible sophistication and delivers elegant natural interiors and award winning seasonal cuisine.

447 Rooms/Suites 13 Mtg Rms, Theater 700, Classroom 252, Cocktail 1,000, Banquet 750

[See more details!](#)



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