



Today's issue of BEN

Business Events News today has two pages of news.

ITB China 2021

MESSE Berlin has announced two key industry events in China this year, including new dates for ITB China which will take place in Shanghai 24-26 Nov as well as a new "ITB China Special Edition" set for Beijing on 07-08 May.

The event organisers noted the swift recovery of traveller confidence in China, fueled by positive news about vaccine developments according to ITB China GM David Axiotis.

The Beijing event will operate in a hybrid format with two pre-scheduled meeting sessions with hand-selected Chinese buyers across the leisure, MICE, corporate and travel technology sectors.

See itb-china.com.

MEANWHILE the organisers of the inaugural ITB India have announced it will take place 07-09 Apr 2021 as a fully virtual event due to the ongoing pandemic situation.

More than 400 Indian and Southeast Asian buyers are expected to take part, hosted via the online ITB Community platform.

Earlybird discounts on virtual booth packages lead in at US\$1,000 - for more details [CLICK HERE](#).

INDUSTRY WELCOMES NEW MINISTER

A PRE-CHRISTMAS cabinet reshuffle by Prime Minister Scott Morrison has seen Dan Tehan appointed as Minister for Trade, Tourism and Investment, replacing Simon Birmingham who has taken responsibility for Finance in the new Cabinet.

A range of industry bodies have hailed Tehan's appointment, including the Association of Accommodation Bureaux (AACB) which noted his support for the business events sector since Tehan was Chair of the Coalition Friends of Tourism some years back.

"More recently, the Minister has shown his understanding of the industry's needs as the Trade, Tourism and Investment representative in the House of Representatives," said AACB CEO Andrew Hiebl.

"Minister Tehan has shown

unwavering support to grow, promote and strengthen Australia's tourism industry and the Government must be congratulated for maintaining business events within the Trade and Investment portfolio.

"With business events valued at more than \$35 billion to Australia and underpinning more than 229,000 jobs, the industry will help drive international capital to drive our economy," Hiebl said.

Tehan's appointment was also backed by the Australian Tourism Export Council, with MD Peter Shelley saying the new Minister had had a "long and engaged commitment to the tourism sector".

"Australian tourism exports have fallen from \$49 billion a year to next to nothing, but we are determined to see the



restart of this hugely successful industry which contributes so much to our economy."

TTF Australia CEO Margy Osmond said she looked forward to working closely with Tehan and his team as the domestic tourism sector continued to incur billions of dollars in monthly losses.

Hong Kong resumes real shows

THE Hong Kong Convention and Exhibition Centre has recommenced the hosting of physical trade shows, attracting record-breaking attendances at the concurrent *Vegetarian Food Asia 2020* and *Lohas Expo 2020* events in Nov.

More than 32,000 visitors took part in the three day joint exhibition, up 8% on 2019.

Pre-registrations numbering about 12,000 showed the "tremendous desire for physical exhibitions," according to Hong Kong Tourism Board GM of MICE and Cruise, Kenneth Wong.

"We are truly grateful business events have resumed with a strong momentum and set a powerful case study for industry partners and organisers to collaborate when applying stringent best health practices," Wong said.

However confidence was dented early last month with the deferral of the much anticipated Singapore-Hong Kong air travel bubble.

Suspended on 01 Dec due to the severity of the pandemic in Hong Kong, officials have yet to announce details of any resumption.

SITE line-up

THE Society for Incentive Travel (SITE) has announced the appointment of Rebecca Wright as interim Executive Director, following the resignation of Didier Scaillet in Sep 2020.


The organisation has also welcomed Colleen Brzozowski from the USA, Karim El Minabawy of Emeco Travel in Egypt and Lisa Xu of East Star, China as new Board members.

Also new to the SITE Board is Heidi Dillon from One10 USA who is taking up the Young Leader seat.

Meeting space?

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SPECIAL PACKAGES AVAILABLE

 business events news



EVENT professionals know that sometimes the gatherings they create can be overwhelming. However a British man has definitely taken his reaction to a Celine Dion concert to the next level after officially changing his name to be the same as his superstar idol.

Birmingham-based Thomas Dodd is aged 30 and loved the recent Christmas concert broadcast by the Canadian songstress so much he lodged the name change application - apparently while somewhat inebriated.

"I am slightly obsessed with her, I'm not going to lie," he told the local newspaper.

"During lockdown I've been watching a lot of live concerts on the TV...I can only think I've been watching one of hers and had a 'great idea' after a few drinks".

He claims to have no recollection of changing his name, but it's all coming back to him now after he arrived home from work to find the finalised paperwork in a large white envelope with 'do not bend' written across it.

"My initial concern was how on earth do I tell the HR department that I need to change my email footer," the superfan lamented.

"But now I'm thinking it could also be a great way to get backstage," he added.

Shangri-la to insure guests

INTERNATIONAL visitors staying at any of the four Shangri-La hotels in Singapore are now being offered COVID-19 health insurance coverage at no additional cost.

The initiative launched on 01 Jan, with Shangri-La saying it is "among the first international hotel chains to go the extra mile to cover guests".

Medical coverage of up to S\$250,000 is available to those who travel to Singapore under the nation's Reciprocal Green Lane arrangements or if they are in possession of an official Air Travel Pass.

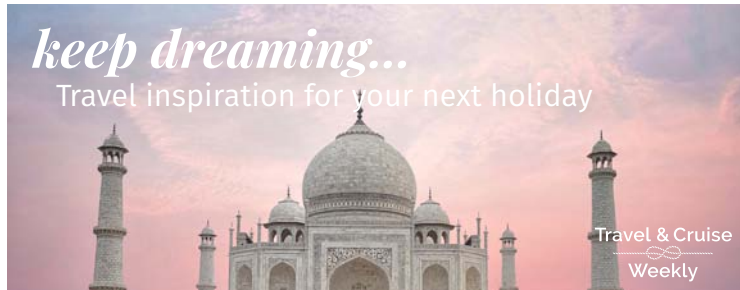
The policy is underwritten by AIG, and covers all medically necessary and reasonable costs if the guest tests positive for COVID-19 during their stay.

Whitsundays tender

TOURISM Whitsundays has released a new Content Creation Tender, seeking a provider to create a series of business event virtual reality site inspections and destination marketing videos.

The initiative is being supported by Tourism Australia's Business Boost Program, with submissions due by 5pm local time on 15 Jan 2020.

For more information on the opportunity [CLICK HERE](#).



NEW MELBOURNE SPACE

THE Crowne Plaza Melbourne has introduced its new Pearl Riverfront event destination, with six interconnecting studios, four bespoke boardrooms and a pre-function lounge.

The specially designed venue is able to cater to residential conferences, meetings and special events for up to 700 people, with a full suite of audio-visual, sound and lighting technology and a dedicated Event Staging Manager in partnership with the on-site Encore Technologies.

Located adjacent to the Yarra River with direct access to the boardwalk, options to surprise and delight guests include an on-river projection, arrivals by boat, celebratory fireworks and

even a helicopter flyby.

Pearl Riverfront is the culmination of a full transformation of the iconic property, including the addition of 30 new accommodation rooms bringing the total complement to 432.

Also new are on-site 'Go-To-Hubs' offering flexible workspaces throughout the hotel, allowing guests to access complimentary wi-fi and USB outlets in public spaces to enable them to work anywhere.

The Crowne Plaza Melbourne features an array of culinary options, a reimaged rooftop pool and a 24-hour wellness centre - all complemented by the IHG Way of Clean.

To view photos [CLICK HERE](#).

Catch up on the news of the week

Travel Daily

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