

# Drumming up international business events for Wales

IBTM World is the leading global event for the meetings, incentives, conferences and events industry. The trade show, held from 27th until 29th November 2018, brings together the global meetings industry to showcase meetings destinations from all over the world.

The team will be promoting the country's credentials as a destination for business events which bring millions of pounds in economic benefit to Wales in the form of spending by conference delegates throughout the country.

Wales has a huge potential to draw further business events to our award-winning venues and destinations which already have a fantastic track record in hosting major events.

Minister for Culture, Tourism and Sport, Lord Elis-Thomas said:

“It is vital that we bring as many conferences and events to the region as we can, as they are key to the growth of our economic strength as a nation. Our investment in Venue Cymru in North Wales and, in particular the opening of ICC Wales next year will be a catalyst for putting Wales on the map internationally. We must capitalise on this opportunity and encourage the world to discover what a wonderful place Wales is to visit as a business delegate.

“In 2019 we will be celebrating a Year of Discovery. As part of that, our business events campaign will encourage key industry decision makers to discover Wales for events by highlighting what makes Wales different. It will focus on our important economic sectors including Life Sciences, Advanced Materials and Manufacturing, Creative Industries, Food and Drink, Energy and Environment, Financial and Professional services and Technology and emphasise our fantastic range of versatile meetings and events space, experiences and activities and our agile and innovative approach to delivering business events.”

The Wales stand at IBTM World will include many of Wales' top venues, destinations and support partners including Cardiff, The Vale Resort, Venue Cymru, Celtic Manor Resort, Think Orchard, and the International Convention Centre Wales which opens in July next year.