

IMEX 2006 In Germany

Three Inspiring, Productive And Enjoyable Days

Frankfurt – Johannes Bardong

It is true that IMEX – the worldwide exhibition for Incentive Travel, Meetings and Events – is one of the relatively small fairs; nonetheless, in only three years it has developed into one of the leading trade fairs for the Meeting, Incentive, Convention and Exhibition sector. The fourth IMEX, held from 30 May - 1 June 2006 in the Frankfurt Fair Ground, was by far the largest to date. Frankfurt is the renowned fair city and the facilities justify its claim to fame.

In the largest hall (16,500 square meters) 3,300 representatives of MICE (Meetings, Incentives, Conventions and Exhibitions) presented their wares. Among the exhibitors from 150 different countries were representatives of event and incentive agencies, hotel consortiums, airlines, various service branches, organizations and national and international tourist agencies. Visitors came from 60 countries - for the most part, buyers for conferences, congresses, events, and incentive travel for companies.

The organizers provided free travel and accommodation for approximately 3,400 "hosted buyers". Several thousand more visitors were admitted free of charge after registration. IMEX's partner is the German Convention Bureau which ran the German stand.

Germany's Stand At IMEX

With 141 exhibitors and an area of 1,200 square meters, Germany was the most prominent exhibitor. With the upcoming Soccer World Cup just days away, Germany will be the center of interest in the sports world.

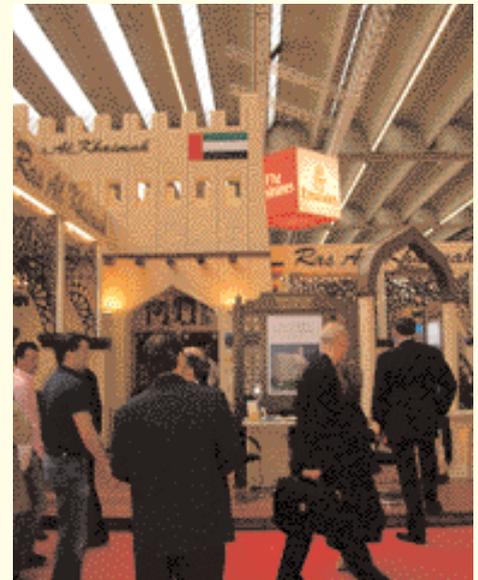
The stand's motto was Soccer and featured a goal and tabletop football for exhibition visitors' amusement. At several stands it was possible to wager bets on the cup's winners. There was also a racing car simulator, which allowed visitors to test their skills at maneuvering the Nürburgring race track.

MICE In Germany

Germany is seen throughout Europe as the number one destination for congresses and meetings – number two world-wide. Planners have the choice of 60,500 meeting venues of all sizes in approximately 11,000 locations. In addition to hotels, congress and convention centers, universities and airports, there are exceptional venues such as monasteries, estates, museums and theme parks.

Arab And New Participants

Almost without exception, the presenters at this year's IMEX expanded their displays: Spain, Greece, Italy, Bulgaria, Croatia, Romania and Poland strengthened their positions as did Arab-Islamic countries, in particular the Emirates, Jordan and



Morocco. These countries, along with Turkey, clearly illustrated they are dynamically growing locations. From the Emirates, Abu Dhabi took part for the first time next to Dubai and Ras el Kmainah with remarkably large displays. From the Asia-Pacific area, Australia, India, Korea and Malaysia all had impressive stands

Islamic Tourism took part in the fair, made contacts and distributed issues of the magazine to interested exhibitors. ■

