

# ASIAN VISITOR BUREAUS COOPERATE TO PROMOTE THE REGION



Eight Asian convention and visitor bureaus decide to cooperate and promote their countries jointly. To do so, they have re-launched the Asian Association of Convention and Visitor Bureaus.

Despite the global economic downturn, the business travel remains an interesting field for the tourism sector players. **Eight Asian convention and visitor bureaus (CVBs)** are well aware of this fact, which is why they have decided to operate jointly to **promote the MICE tourism in the region**. CVBs from China, Hong Kong, Korea, Macau, Malaysia, Philippines, Singapore and Thailand have re-launched the **Asian Association of Convention and Visitor Bureaus (AACVB)**.

The AACVB was established in 1983 and the members decided to re-establish it with a new agenda. The association Chairperson, Ms Suprabha Moleeratanond, said the individual convention and visitor bureaus will cooperate to promote the region as an ideal spot for the MICE sector. The chairperson announced the goals of the AACVB at the recent IMEX in Frankfurt.

The AACVB wants to attract intra-regional conventions and they will also prefer events that can be rotated among AACVB members. The intention is to provide clients with a unique experience and gain bigger share of the global MICE market. To achieve that, the association will initiate training programs. There will be **joint branding as well as advertising and marketing**. The member CVBs will have a shared data bank. The aim is also to provide accreditation which would help to increase the standards and professionalism within the industry.

As Ms Suprabha pointed out, to become a sought-after MICE destination one needs to work hard and to work hard is what the AACVB will have to do to succeed in the global MICE industry.

Among the member states there are regions that already are successful MICE destinations. For example Singapore which among other fairs will host the World Conference on Tobacco or Health (WCTOH) in 2012 or the FDI Dental Congress this September.

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## **Hong Kong - The Exhibition Ground of Asia**

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