

Jordan: Professional Show for Growing MICE Industry



Jordan Prepares to Host a Two-Day Event for its Expanding Events Industry

Jordan prepares to host a two-day event for its expanding events industry on 22 and 23 February 2011. **“Eventopedia 2011: the Art and Science of Events”** is tailored to meet the requirements of the local and regional events industry, by providing a great platform for learning, sharing knowledge and experience, and networking with leading event industry professionals. **Eventopedia 2011** will explore a number of key topics affecting every aspect of the event cycle, through interactive discussions and case studies presented by expert speakers from around the world.

Eventopedia 2011, produced by Events UnLimited of Jordan, aims to establish the events industry in Jordan as a driving force for tourism and tourism related activities; enhance Jordan’s position as a MICE destination; build and raise local capacity in professional event management; and boost the competitiveness of Jordan’s events industry and its support services.

The Meetings, Incentives, Conferences, and Exhibitions (MICE) industry contributes significantly to job creation, foreign currency earnings and economic growth across a broad range of integrated service-based industries including travel, accommodation, hospitality, transportation and many other services. “The potential to grow the MICE industry in Jordan is great, whether in trade shows, meetings, cultural events and festivals, concerts, sports events and others”, said Mika Thuening, conference manager. “The impact that a professional well-built MICE industry could have on the development of Jordan’s tourism sector and tourism receipts is huge. With a strong events industry, Jordan could emerge as a prime destination for the MICE industry in the region”, added Thuening.

About:

Events UnLimited specialises in producing and organising conferences and exhibitions in Jordan.

Date: 2011-01-31

Article link:

<http://www.tourism-review.com/mice-industry-in-jordan-getting-ready-for-two-day-event-news2589>