

FRANKFURT TO HOST THE BIGGEST EVER IMEX



IMEX is perhaps the world's best known large meetings industry exhibition. If any company or individual is keen on making his mark in this field then visiting the annual IMEX exhibition is a must. The European centre of business meeting and conference tourism is Germany so it comes as no surprise that the biggest ever IMEX is set to be hosted in Frankfurt.

Not only shall the amount of participants be much larger, yet the event's reputation is set to soar thanks to its newly established green credentials. 80% of the exhibitions waste is to be recycled and hydroelectric power is to be used right throughout the week. Those organising the event are certain to document this positive green element around the globe as much as possible.

A total of 450 hosted buyer groups have already registered for the Frankfurt IMEX exhibition, with organisers hoping that that figure shall be added to. The figure is so high thanks to increased participation from all around the planet. Notable improvements have been pointed out in Australia, Japan, Macau and Singapore as IMEX grows in popularity in the orient and in the Oceanic area. A total of 60 exhibitors have so far increased their presence, many by significant amounts. The improvements have mainly been put down to the economic growth of a number of countries and the general worldwide growth of private businesses and entrepreneurship.

IMEX is just one of many events to benefit from the collapse of communism in Eastern Europe. A typical example of this is the fact that the Bulgarians will have a 76% larger stand this year than in any previous year. Many fellow Eastern Europeans will have a similar margin of increased participation. In keeping with this, there are expected to be an extra six hotel groups from all around the globe.

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