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The right credentials for successful meetings and the space to connect

Annual business events mart for Perth

Friday, 30 July 2010

The Perth Convention Bureau (PCB) is to stage a Business Events annual trade show to update meeting and event planners on Perth as a meeting destination.

The PCB will be the major event sponsor, while the Perth Convention and Exhibition Centre will be the venue partner.

PCB managing director Christine McLean said it was the right time for Perth to stage the event for local, national and international buyers.

"The industry has come of age and I believe it can support and sustain an annual trade show," she said.

Management of the event has been outsourced to local company CMS Events.

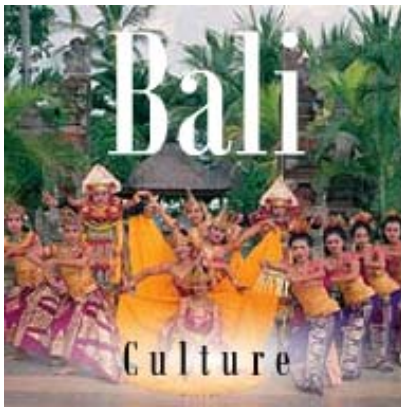
McLean said the PCB was keen to provide a forum where the industry could update them on what Perth and Western Australia had to offer as a business destination. "We have been looking at some form of event for the past couple of years and the pieces of the jigsaw have fallen into place to enable us to mount an annual trade show."

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