

INTERMEDIA VISIT OTHER INTERMEDIA SITES

SITE SEARCH GO ADD TO FAVOURITES SHARE THIS PAGE

What is S.P.I.C.E?

- Special Events
- Product Launches
- Incentives
- Conferences
- Exhibitions

Home Free E-News Supplier News Virtual Famil Special Events Product Launches Incentives Conferences Exhibitions Venue News Hotel News Business Tourism International News Airline News Video Content Appointments Hot Products About Us Contact Us Advertise

News Categories

- Special Events (288)
- Incentives (37)
- Conferences (47)
- Exhibitions (98)
- Venue News (183)
- Hotel News (233)
- International News (111)
- Airline News (197)
- Appointments (82)

Most Recent Articles

- ARIA Awards move to the Opera House and launch four public vote awards
- Trippas White Catering founder inducted into Hall of Fame
- Bacco opens in Sydney's grand QVB Building
- National Convention Centre honored at Inclusion Awards
- Christchurch conferences inject \$100 M into economy

Most Popular Articles This Week

- Better Homes and Gardens Live opens in Sydney-Win tickets!
- Australian Event Awards winners announced- Byron's Bluesfest Wins Event of Year
- Brisbane's reality TV Conviction Kitchen opens
- Bacco opens in Sydney's grand QVB Building
- ARIA Awards move to the Opera House and launch four public vote awards

Related Articles

- Business Events deliver \$93 million boost for WA
- Perth launches events tradeshow
- Neil Perry to launch Rockpool Bar & Grill Perth
- You're invited to experience Western Australia
- Organisers choosing Western Australia will benefit big

Hot Products



Apple of my i Conference Incentive

Conferences and meetings at Constellation Hotels have become even more pleasing to the eye with their tempting introductory booking incentive. You'll automatically receive a new Apple iPod touch 8GB when you spend more than \$3000 on your first meeting or more...



Your Next Event Host- Michael Neaylon

Looking for an event host that will make your event run seamlessly? Michael Neaylon is MCME's most in-demand corporate MC's more...



Bong Bong Picnic Races 10th November

SHCE have one corporate marquee left for the famous Bong Bong Picnic race day more...



a GLAMM event - Girls Love A Magical Moment

glammevents.com.au lots of Beauty & Bubbles, Fashion & Fortune, Taste & Tell because we deserve it! more...



Win an Events Master Class -Event Awards Ticket Package

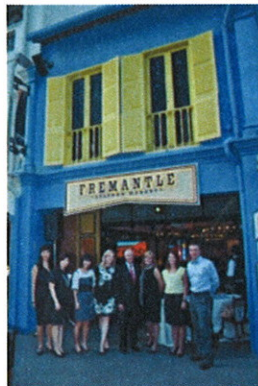
SpiceNews is giving one lucky reader the chance to win a place at the Australian Events Master Class plus a ticket to the hottest awards night of the year- the Australian Events Awards- valued at over \$595 more...

Perth shines in Singapore

[Tue 05/10/2010 09:09:23]

The Perth Convention Bureau is ready to shine in Singapore as Xzodus Pte Ltd was announced as the newly-appointed marketing representatives for the Bureau at a function held last week (29 Sept) at the Fremantle Seafood Market at Clarke Quay.

The event was attended by more than 60 guests representing key association, corporate and incentive travel planners. The Australian High Commissioner Doug Chester and his wife were among the guests, together with the Lord Mayor of the City of Perth, Lisa Scaffidi, who travelled to Singapore to officially announce the appointment.



Guests celebrated at the Fremantle Seafood Markets in Perth

Perth Convention Bureau Chairman Ian Laurance told guests that the PCB had been anxious to have an in-market presence in Singapore for several years.

"The appointment of Xzodus represents a major development in the evolution of the Bureau's overseas marketing activities," he said. "This is a timely appointment that we believe will deliver sound results for our destination."

The Bureau's managing director Christine McLean said Xzodus would have responsibility for developing business events opportunities from both the Singaporean and Malaysian markets.

"Xzodus also represents Tourism Western Australia in Singapore so there are excellent synergies for us in appointing them to deliver marketing services for the Bureau," she said.

McLean said South East Asia was a growing market for Western Australia because of its close proximity to Perth, the fact that it was in the same time zone and had excellent airline access. And Western Australia was able to offer a sophisticated business events product.

"The Bureau has developed strong relationships with corporate and incentive agents in Singapore and the rest of Asia over the years and we aim to strengthen these and grow new relationships through this appointment."

The Lord Mayor flew into Singapore on the same night to promote the attractions of the Western Australian capital as a business events destination.

Mayor Scaffidi spruiked the city's credentials as a destination for conventions and incentive travel groups to key decision makers at a function last night to announce the appointment of a local company to carry out in-market representation for the Perth Convention Bureau.

"Over the years Western Australia has developed a close relationship with Singapore and we'd like to encourage more Singaporeans and Malaysians to consider Perth as a destination for their business events," she said. "And there are a lot more projects in the pipeline including the construction of a truly iconic indoor stadium, a new performing arts theatre, the redevelopment of the Perth Cultural Centre and the beautification of the Swan River foreshore on the city's doorstep."

The Bureau, established in 1972, is responsible for marketing Perth and Western Australia as a destination for conventions, exhibitions and incentive travel groups. In 2009-2010 it secured business events that are expected to inject more than \$90 million into the Western Australian economy over the next four years.

Eat together

MEA is an industry association representing the