

News

WA reconnects at IMEX 2010

[Education](#)[Health](#)[Trade](#)[Investment](#)[Migration](#)[Business Tourism](#)

Carla Huetter, Canberra Convention Bureau; Tracy Baker, Perth Convention Exhibition Centre and Rethi Scaife, WAGO

Record numbers of hosted buyers and exhibitors attended Europe's biggest meetings industry trade show, IMEX which took place at the Messe Frankfurt, Germany in May.

Tracy Baker, Perth Convention and Exhibition Centre, and Rethi Scaife, Government of Western Australia (for the Perth Convention Bureau [PCB]) represented the State on the Perth 'Space to Connect' booth.

Rethi Scaife, Business Tourism Manager said that for WA IMEX 2010 proved a platform for reconnecting with clients at an international level.

"The quality of international association queries was high with a number of UK / European based contacts already in discussion with the PCB. IMEX 2010 was a good chance to touch base and provide updates on their conference's progress, or future potential. These contacts ranged across the industry areas of health and medical research, oil and gas, resources and engineering, tying in with WA's strengths."

On the second morning of the show PCB co-hosed a highly successful Energy Cities Alliance (ECA) networking breakfast with the Abu Dhabi Tourist Authority, Calgary Telus Convention Centre and Aberdeen Convention Bureau. The event was attended by 13 international association clients and a number of media representatives. The ECA proudly informed attendees of their entering a new 'golden' age as a strategic marketing alliance with members continuing to hone their competitive edge for energy-related conferences and securing big conference and exhibition wins amongst them.

In respect of the show and the industry this year, attendance numbers pointed to the resilience of the industry and indicated a strong period of business growth ahead moving out of the financial and economic challenges of the last few years.