

Building the recovery after a disaster



Dr. Taleb Rifai, Sec-Gen, UNTWO with (rt) famous Japanese warrior, Mr. Masamine Date

A unique and meaningful symposium took place on 5 October 2011. IAPCO member Congress Corporation was extremely honoured to have been appointed by the Government of Japan to organise the Special International Symposium on the Revitalisation of Japan's Tourism. This prestigious event took place in Sendai City, Miyagi Prefecture, which, as the world knows, was greatly affected by the earthquake and tsunami of 3.11., but has since then made a most substantial recovery.

The Symposium, attended by the Secretary-General of the World Tourism Organisation UNWTO, prior to the UNWTO annual meeting in Korea, and the head of the World Travel and Tourism Council (WTTC), brought together national and local government officials and private sector representatives amongst others, from affected areas of Japan. The focus of the discussions was to examine activities by which countries, and indeed the affected areas of Japan, can generate and recover a healthy tourism programme, an essential component of which is to embrace incoming events and conferences after such a disaster.

Forum Highlights

Hiroyuki Sugano, General Manager of IAPCO member Congress Corporation, Japan, and Bannie Kim of MECI, one of



the four IAPCO members in Korea, were among the panel of representatives from various countries who took part in the Global PCO Forum, which was held in Seoul on 29 June. The forum, which was hosted by the Korea MICE Association (KMA) and the Korean Association of PCOs (KAPCO), in conjunction with the Korea MICE Expo, provided the platform for a focussed debate on issues of concern and future trends in the PCO market. Key topics included the convention market environment, PCO revenue models, and government assistance.

The 4-hour Forum proved to be a valuable opportunity to exchange ideas and

to improve attendees' understanding of country-specific differences in PCO markets and environments. With enthusiastic Q&A sessions that were of benefit to both panellists and delegates alike, the Forum seems set to become a paragon for similar initiatives in Asia, in which Congress Corporation is committed to continue taking an active role. Hiroyuki Sugano shares his experiences and the Forum's highlights www.mice-ri.or.jp/en



Congress Corporation branching out across Asia

IAPCO member Congress Corporation may be headquartered in Tokyo, Japan, but it is also increasingly involved in the meetings industry in other countries in Asia. Congress Corporation has had a presence in China for many years, with Congress Corporation (Shanghai) Ltd. being the first 100% foreign-capital convention and exhibition company approved for business in China. While Congress Corporation's Beijing

branch serves as its base in China, the Shanghai branch specialises in exhibitions and events. The company was extensively involved with staffing several pavilions at the World Expo 2010 Shanghai, and this year is providing staffing and running hospitality services for the International Horticultural Exposition 2011 in Xian. Recently the company also launched a new subsidiary in Hong Kong.