



THE PCO

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MEETING QUALITY

Congress Corp. on Top of the World

Following on from the success of the Beijing Olympics last summer, all eyes are now turning to Shanghai in anticipation of the World Expo 2010, which will be held in the city from 1 May to 31 October next year. More than 70 million visitors are expected to attend the Expo, and so Congress Corporation, one of Japan's leading PCOs, is understandably delighted to have been appointed to operate several pavilions at the Expo. These will include both international pavilions for foreign countries as well as Japanese and Chinese corporate and public sector pavilions. Furthermore, in recognition of Congress Corporation's growing record of solid achievements in China, the Bureau of Shanghai World Expo Coordination has approved the company's Shanghai subsidiary, Congress Corporation (Shanghai) Ltd, as an official supplier to World Expo 2010.

Congress Corporation has been operating in China for 17 years, having opened a Beijing office in 2002; this was quickly followed by the establishment of the Shanghai subsidiary in 2004, which became the first 100% foreign-capital convention and exhibition company approved in China. For 3 consecutive years, Congress Corporation Shanghai has been ranked as one of the 'Top 10 Global Firms for Chinese Conventions & Exhibitions' and, reflecting this lofty status, in August 2008 it was selected to run operations at the observation deck atop the Shanghai World Financial Center. At 474 metres high, this is the tallest observation platform in the world, truly putting Congress Corporation on top of the world!



Shanghai World Financial Center

Award-Winning Fashion

IAPCO member Congress Corporation was a winner in the Japan Display Design Association's 'Display Design Awards 2009' for its 'Japan Pavilion' design at the Japan Fashion Fair, a fair-within-a-fair at the China International Clothing and Accessories Fair (CHIC 2009) held in Beijing at the NCIEC on 26–29 March this year.

Congress Corporation headed the design production for the fair, and inside the large-scale pavilion, a total area of 1011m², numerous Japanese fashion houses previewed their upcoming collections. Approximately 10000 of the 100,000 CHIC 2009 attendees visited the Japan Fashion Fair reflecting the huge popularity of Japanese fashion.

Congress Corporation's design concept focused on the message 'Fashionate (Fashion + Fascinate) People: fascinate

people with Japan's fashion'. With this in mind, and to attract people to the allure of Japanese brands, a unique design was adopted that enveloped the entire pavilion in more than 200 balloons, using white as the central colour to create a very stylish image. The balloons were created using advanced



Congress Corporation's award-winning design

technology and emitted a soft luminescence, not by using electric bulbs inside them but by reflecting the various lighting sources in the venue. Overall, the pavilion represented a truly innovative extension to Congress Corporation's PCO operations!



Excerpt from IAPCO (International Association of Professional Congress Organisers) newsletter. IAPCO, headquartered in Switzerland, is a non-profit organisation whose members are leading professional companies throughout the world in the convention industry.