

## PRESS RELEASE

### IAPCO Deepens Frankfurt Commitment with New Destination Partnership

**Frankfurt/Main–01<sup>st</sup> February 2024** – At the start of this year, Frankfurt became an official destination partner of the International Association of Professional Congress Organisers (IAPCO). By entering this strategic partnership, the Frankfurt Convention Bureau (FCB) has managed to further strengthen the position of the metropolis on the river Main as a leading global congress and conference location.

IAPCO represents a total of 180 registered member offices of professional congress organisers (PCOs) from 45 countries, all of whom specialise in the organisation and execution of congresses, conferences and business meetings of every size and variety. As the only German partner destination, Frankfurt is now one of the major focal points for international association conventions. This strategic collaboration enhances IAPCO's robust presence in Frankfurt, building upon an existing partnership with Messe Frankfurt, the renowned trade fair, congress and event organiser.

The close cooperation with PCOs helps to support the aims of the "Frankfurt MICE 2030" initiative, a special collaboration that includes the Frankfurt Convention Bureau, DEHOGA Hessen, Messe Frankfurt Venue GmbH and the Frankfurt Hotel Alliance (FHA). The common goal of this initiative is to make Frankfurt more visible and more attractive for international event organisers.

"We see our networking collaboration with international PCOs as a massive advantage in promoting our destination. What's more, we are equally sure that all sides will profit from this partnership. Many international industry professionals are already aware of Frankfurt's suitability as an event location, being the host city of IMEX while also offering event planners many important locational advantages, such as Frankfurt Airport. We want to show the world that there is a liveable and loveable city behind the business hub of Frankfurt, a city that is well worth discovering," states Jutta Heinrich, head of the Frankfurt Convention Bureau. "Together with Messe Frankfurt, which became an IAPCO venue partner in 2023, we look forward to supporting all of the association's members with professional assistance and advice whenever they require it."

Commenting on the new partnership, IAPCO President Sarah Markey-Hamm said, "We are excited to welcome Frankfurt Convention Bureau as a new IAPCO Destination Partner. Frankfurt's vibrant culture, cutting-edge infrastructure, welcoming business environment and commitment to sustainability make it a perfect destination for international conferences and events. This partnership will allow us to connect our members with this dynamic city and create exceptional event experiences for their clients."

IAPCO CEO Martin Boyle, responsible for managing the association's relationship with destinations, noting the importance of Frankfurt joining the IAPCO Community said, "We recognise the vital role that destinations play in the success of business meetings and events. Expanding our partnership framework in Frankfurt, a global hub for events, is a strategic move for IAPCO. While Messe Frankfurt's expertise in trade fairs is invaluable, we're excited to formally partner with the Frankfurt CVB, adding their deep destination understanding and support to our members' diverse needs."

The very first opportunity for IAPCO members to meet the Frankfurt Convention Bureau personally will be at the 54<sup>th</sup> IAPCO Annual Meeting and General Assembly, to be held in Ljubljana this year from 28<sup>th</sup> February to 02<sup>nd</sup> March.

Further information on the Frankfurt Convention Bureau is available at [www.meetfrankfurt.com](http://www.meetfrankfurt.com).

### **About Partners:**

The Frankfurt Convention Bureau (FCB) is a special business unit of the Frankfurt Tourist+Congress Board and a centre of competence for all matters relating to the planning and performance of congresses, conferences, events and incentives within Frankfurt and the Rhine-Main region. Aside from being present at numerous national and international trade shows, the FCB also works to promote the positive image of Frankfurt as an international congress and conference destination. The FCB supports event organisers in submitting congress bids, finding optimal locations for special events, making hotel room reservations and securing special ticket allotments for the local public transport system.

Founded in 1968, IAPCO is a leading professional organisation dedicated to raising standards in the international congress industry through education, training and promotion of best practices. IAPCO's mission is to raise the standards of service amongst its members and other sectors of the meetings and events industry through continuing education, interaction with other professionals and research. IAPCO today represents 180 accredited businesses of professional congress organisers in 45 countries. IAPCO membership is achieved through the demonstration of a continual high level of service delivery and is retained through annual quality checks and reviews by the IAPCO Quality Committee.

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