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## **Chinese MICE Industry Partnership Announced**

### ***Beijing Tourism Administration, MPI to Develop Educational Programs for Chinese MICE Industry***

Sept. 1, 2010 – Beijing – Meeting Professionals International ([MPI](#)) confirmed a comprehensive MICE industry partnership undertaking with the Beijing Tourism Administration (BTA) aimed at supporting Asian MPI members, providing career-minded education and creating strong business opportunities.

With the activation of this partnership with the BTA, MPI extends its presence in the growing Asian MICE industry. MPI recently completed sessions of its *Global Certificate in Meeting and Business Events II* (GCMBE) program in Seoul and Hong Kong as part of its [Global Training Practice](#). The five day course is aimed at preparing meeting professionals to write the Certificate in Meeting Planning (CMP) exam, the MICE industry's only global benchmark professional certification. Additional Global Training Program courses are planned in Asia later this Fall.

MPI has had a chapter in Seoul, Korea since 2008 and recently the MPI community in Japan achieved full chapter status in July 2010.

“The continued economic strength of the Asian economies combined with government-industry partnerships committed to the development of professionalism in the MICE industry will contribute to the prosperity in the region,” said Bruce MacMillan, president and chief executive officer of MPI. “Supporting the growth and development of the Chinese MICE industry is a cornerstone of our global development plan and we are committed to aligning our efforts with the powerful vision of our BTA partners and others to continue a thriving Asian MICE industry.

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**Editor's Notes:**

**About MPI:** Meeting Professionals International (MPI), the meeting and event industry's largest and most vibrant global community, helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of more than 23,000 members belonging to 71 chapters and clubs worldwide. For additional information, visit [mpiweb.org](#).

**About BTA:** Beijing Tourism Administration (BTA) is a functional department of the Beijing Municipal Government. Its major responsibilities lie in planning and promoting the growth of the tourist industry in Beijing, formulating and executing tourism policies, and fostering and supervising the development of the tourism market.