



MEETING PROFESSIONALS INTERNATIONAL

FOR IMMEDIATE RELEASE:

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MPI EXPANDS ASIA PACIFIC PRESENCE

DALLAS (July 13, 2009) Meeting Professionals International (MPI) enhances its global presence with the announcement of two new partnerships in the Asia Pacific region. Beijing Tourism Administration (BTA) is the newest MPI Strategic Partner that will work with MPI to develop the MICE (Meetings, Incentives, Conferences and Events) market in Beijing, and Meetings and Exhibitions Hong Kong (MEHK) under the Hong Kong Tourism Board (HKTB) is the first Asian supporter of MPI's Global Partner Program.

"BTA and MEHK are both an integral part of MPI's global expansion," said Mr. Didier Scaillet, chief development officer for MPI. "As the Global business world becomes more of a borderless society, these key partnerships will help provide our members with greater exposure to diverse, multi-cultural business practices and community."

After a hugely successful Beijing Olympics, MPI and BTA both recognized that meeting and event professionals in Beijing have a desire for access to the best in education and professional development. Through membership recruitment, Chapter establishment, and a training center, BTA and MPI will work together to develop the MICE market within Beijing.

As part of this strategic partnership, MPI will work with BTA on establishing a training practice in Beijing. The Global Certificate in Meeting Operations, Planning and Management training practices will train local industry professionals to acquire the skills needed to plan, execute and manage meetings and events at international standards.

"This is a strategic move for BTA," said Ms. Gu Xiaoyuan, Deputy Director-general of Beijing Tourism Administration (BTA). "Together with MPI, we want to develop the meetings industry in Beijing by upgrading our professionals through internationally recognized certificates and certifications, which will in turn elevate and position Beijing as the preferred MICE destination in Asia."

MPI's Global Partnership Program is designed to help organizations build their business on a global level and elevate their connections within the largest community of meeting and event professionals in the world. As the newest Global Partner, MEHK will have the opportunity to develop synergies with MPI that leverages its robust brand, extensive geographical presence and long-term expertise as a leading meetings destination in Asia-Pacific.

"To be a Global Partner of MPI is a win-win partnership," said Mr. Anthony Lau, Executive Director of the Hong Kong Tourism Board (HKTB). "Hong Kong has earned a reputation as the premier business hub in Asia Pacific, hosting events and meetings of all sizes. Through the partnership with MPI, we can promote even more extensively Hong Kong's advantages, further strengthening the city's position as the ideal meetings destination worldwide."

About Beijing Tourism Administration:

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.

In recent years, BTA seizes the opportunity of the 2008 Beijing Olympic Games to promote Beijing's travel and tourism industry by developing a series of well-received theme events, such as the Beijing International Tourism Expo, Beijing International Cultural Tourism Festival and the Exoticism of Beijing Fascinates the World. Such annually held events have effectively enhanced the popularity and attraction of Beijing. Meanwhile, BTA is vigorously intensifying its regulatory function of the tourism industry, and effectively improving the service quality of the industry in an effort to creating a favorable environment for visitors from all over the world.

About Meetings and Exhibitions Hong Kong:

The Perfect MICE Destination that makes everything possible - to continue strengthening Hong Kong as Asia's premier MICE destination, through its local and overseas network, the Hong Kong Tourism Board has established its MEHK (Meetings and Exhibitions Hong Kong) office. With MEHK, event organizers can have their overseas promotional initiatives organized to ensure their visitors have an enriching travel experience. We provide and offer one-stop professional support, customized services including business building, advisory services and marketing support as well as value-added hospitality programs and services to event planners and visitors. Together with the territory's many highly qualified professional and famous 'can do' attitude, the MEHK team is dedicated to helping you before, during and after to ensure your event is a complete success. For more information, please visit mehongkong.com or contact us at mehk@hktb.com

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 24,000 members belonging to 71 chapters and clubs worldwide. For additional information, visit mpiweb.org.

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