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PRESS RELEASE

The Global Congress Centre Alliance (GCCA) is an alliance of international convention centres from around the world and its members subscribe to similar objectives and business values. They have a shared vision and commitment to actively engage in joint marketing efforts, business leads exchange and knowledge transfer, particularly when it comes to the organisation of an international association event.

The Global Alliance of Congress Centres recently held a highly successful European Roadshow in some major cities which included Paris and Geneva and was attended by decision makers of International Associations based in the cities visited and senior representatives of the participating Convention Centres – Adelaide Convention Centre, Australia; Centro Banamex, Mexico; CCH-Congress Center Hamburg, Germany and ICC Durban, South Africa.

The Roadshow took the format of 1 on 1 meetings between the association representative and the convention centre representative and was followed by dinner.

Extremely positive feedback was received by the clients, particularly the fact that “they appreciated and found very beneficial that fact that they could meet and gather information on 4 destinations at one function rather than the typical function where only one destination presents its product”.

The Roadshow yielded numerous possibilities for future association conference business.

Should any International Association clients be interested in participating in a future Global Alliance of Congress Centres Roadshow, please will you kindly register your interest with the secretariat at cmacnab@telkomsa.net

Prepared by the GCCA Secretariat
Carol Macnab Convention Services
South Africa
Email: cmacnab@telkomsa.net