



Press Release

Congress tourism, the added extras of the Palacongressi and the Rimini area to conquer foreign markets

Germany and Belgium at the heart of promotion initiatives. Tours and meetings arranged for major operators in the international business tourism sector, to show just what the local area can offer. From late August to September, high-profile international events and conferences: thousands of geologists and scientists for the European Mineralogical Conference and hoards of doctors and researchers at EUROSAS, the continental conference on sleep disorders and pathologies.

Rimini, 1 August 2016 – Congress tourism is a highly demanding and competitive market. It is a challenge between major international players and countries whose operators have access to substantial economic and communication resources. Being a successful conference centre means having a cutting edge venue and services, and at the same time conserving an identity, a history and the ability to welcome and accommodate guests to the city and local area. It is essential to identify one's strong points, communicate them, and build up an international partnership network in order to achieve the effective actions of destination management. This is what makes an offer recognisable and appreciated.

To this end, since the start of the year, the **Event & Conference B.U. of Rimini Fiera** has been intensifying its international activity. It recently took part in "tmf – Connect" in Munich and Frankfurt, 4 days of meetings with international organisers and European congress destinations, and in June it successfully organised two "fam trips" in Rimini, specifically geared towards the German-speaking market and the Benelux area.

The guests were two leading players in this sector: **Johanna Fischer** of "TMF Dialogue" and **Benoit Froment** of "Meetaxis". Stages on the tours included the historic centre of Rimini, the villages of Verucchio, Santarcangelo, and visits to hotels and restaurants. Under the spotlight were also the eco-green features of the Palacongressi and its cycle lane network connecting the venue to the city and the beach. A special mountain bike tour was organised for Johanna Fischer, in addition to a visit to sports equipment giant, Technogym. Cycle tourism, bike sharing and wellness are, in fact, new holiday formats that the German market is leaning towards.

Johanna Fischer is convinced that her company, "TMF Dialogue" is the Palacongressi's new international marketing partner, and that the strong points of the destination are more than clear: "The functionality and elegance of the conference centre, and the professionalism of its staff are essential features. Rimini's position at the heart of the Wellness Valley opens up great opportunities. Health and quality of life are increasingly important trends, also in congress tourism, a unique example that can tip the scales when organisers have to choose a destination for their international event.

"The Palacongressi needs to be presented to the German market not only as an ideal venue in terms of business, but also for the historic, cultural and natural patrimony of Rimini and the local area. Looking beyond the stereotypical aspects of the city as just a beach or holiday destination is something that must be invested in. Of course, competing with new conference facilities in China, the Gulf Countries, or in Asia is no mean feat, but Rimini and its Palacongressi must pull out all the stops and show its true worth as an authentic and amazing Italian destination".

Equally important is the collaboration with the Belgian agency, "**Meetaxis**". Brussels is the hub for many international medical-scientific associations, as well as the European headquarters of major multinationals. It is the place where bids are decided for both European and international meetings and events, and the Palacongressi and the city of Rimini are always in the running with excellent prospects.

The late summer programme of the Palacongressi confirms this trend. From **11 to 15 September**, approximately 1,000 participants will arrive for the "**2nd European Mineralogical Conference**", the most important continental Earth Science event. The bid was clinched thanks to collaboration with "TMF", and the support of the "Italian Society of Mineralogy and Petrology (SIMP)" and Professor Giuseppe Cruciani, member of the conference's Scientific Committee. Following hot on the heels of this conference is another international meeting - **EUROSAS 2016**, a medical congress dedicated to sleep disorders and pathologies. Bringing the summer agenda to a close, two meetings at the end of August which, traditionally attract to Rimini card game collectors from the four corners of the globe: "Magic. The Gathering - Grand Prix Rimini 2016 (12 – 14 August) and "YU GI OH! Championship Series Rimini" (27 – 28 August).

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