

GOYANG DESTINATION WEEK 2021

# International Destination Competitiveness Forum 2021

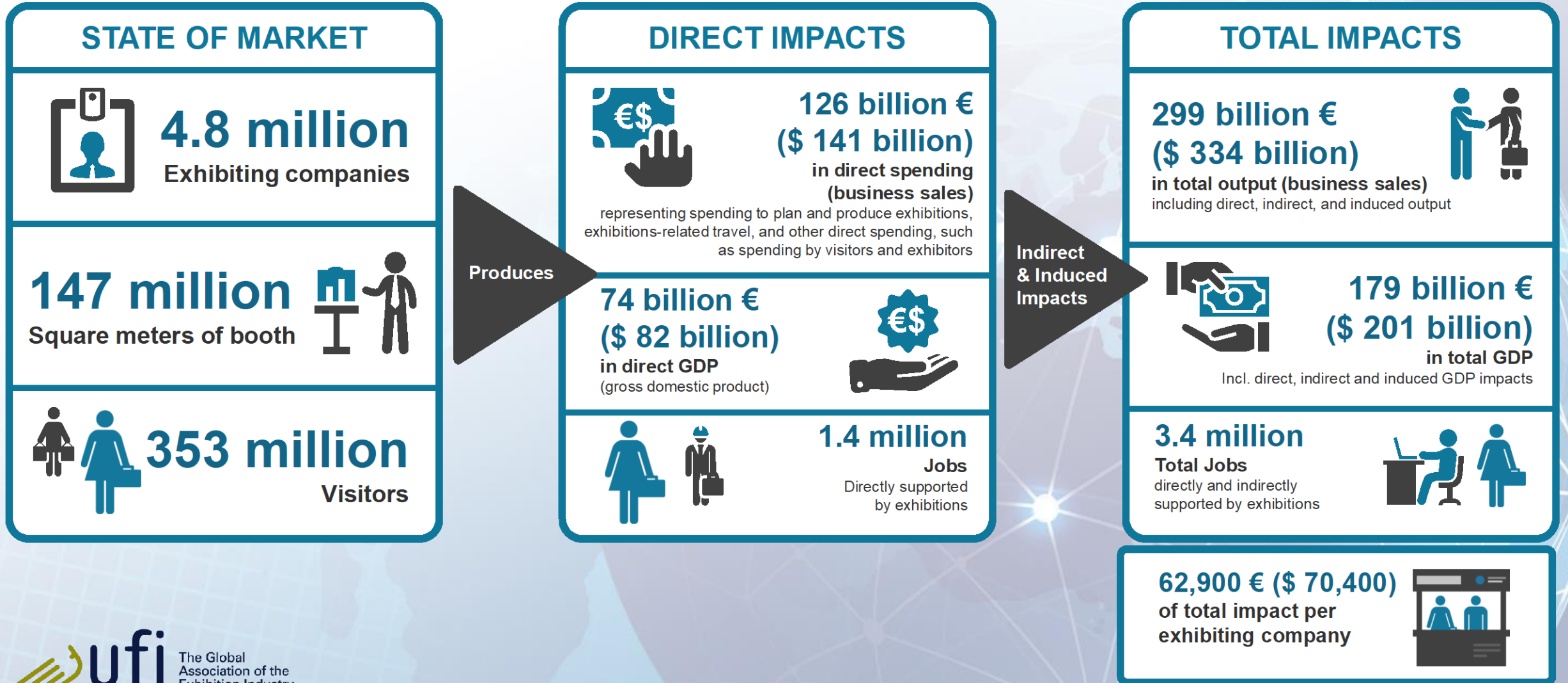
**MICE, Reboot the City!**

**Kai Hattendorf**

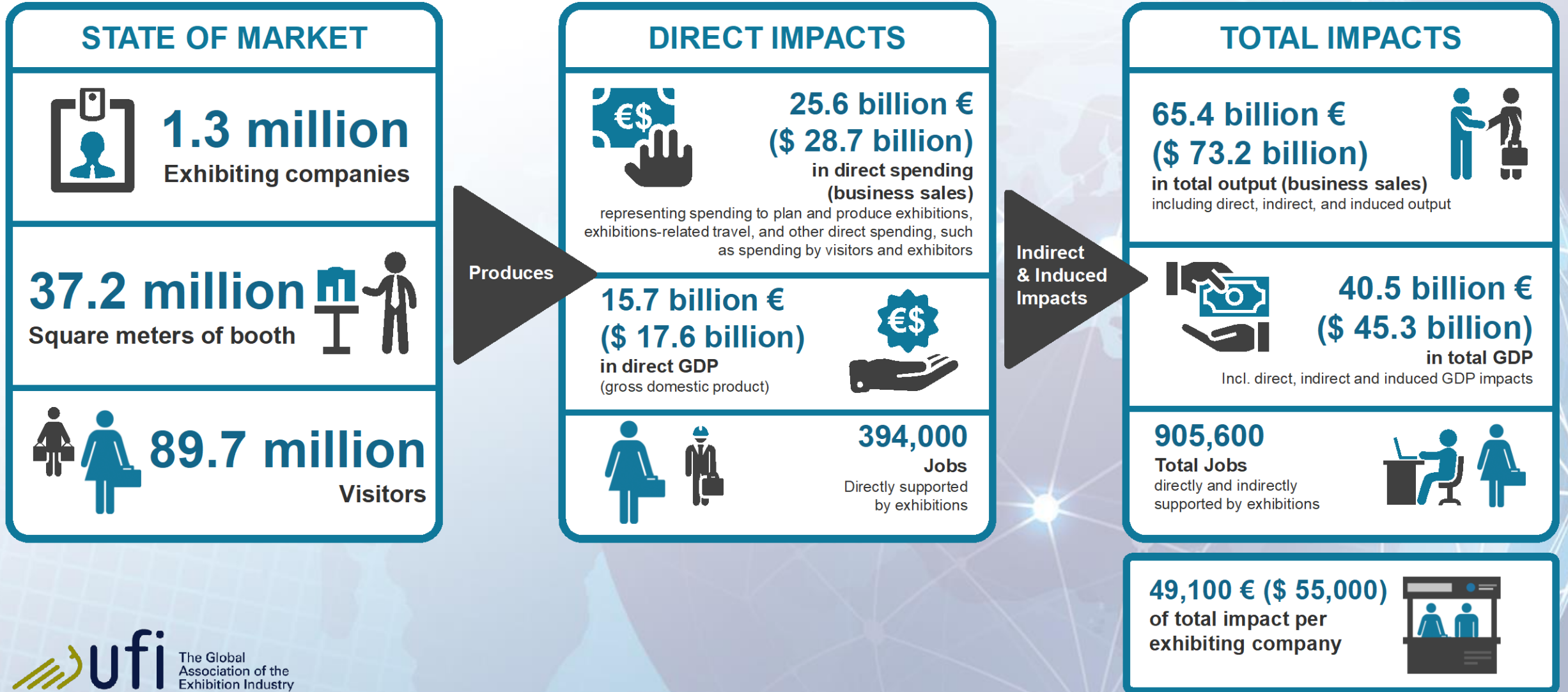
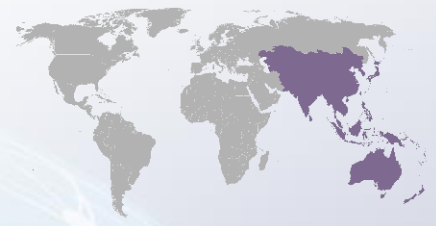
**President, Joint Meeting Industry Council(JMIC)**



# Global Economic Impact of Exhibitions: World



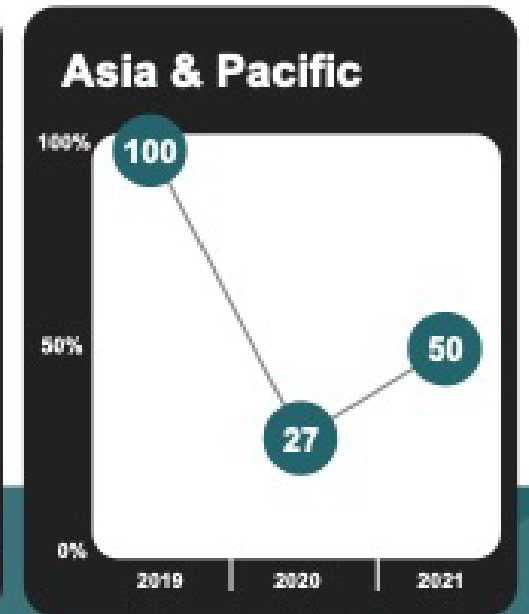
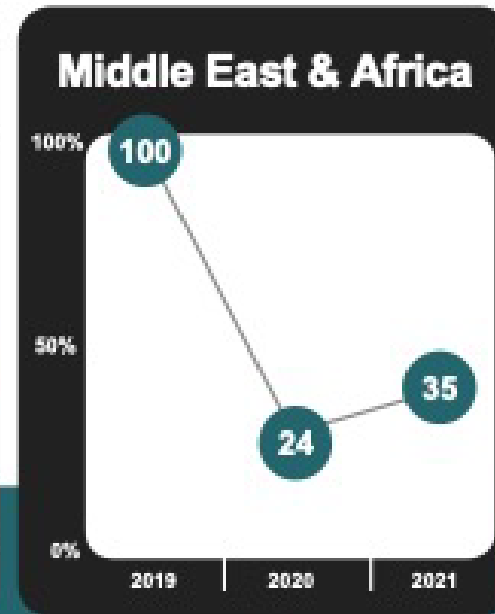
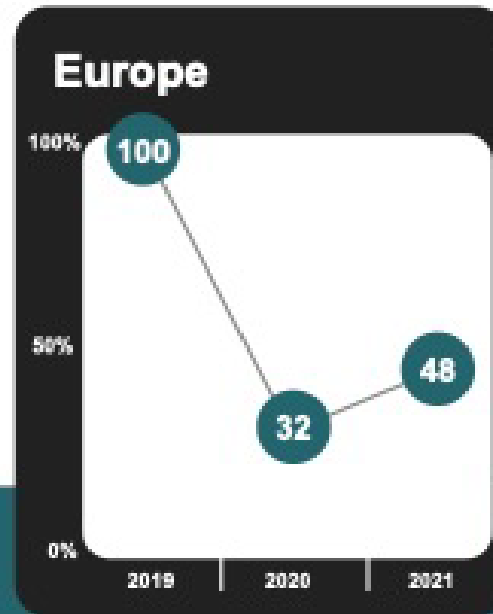
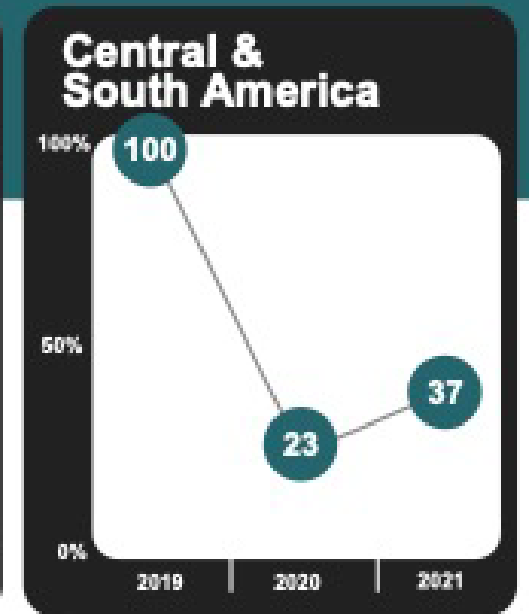
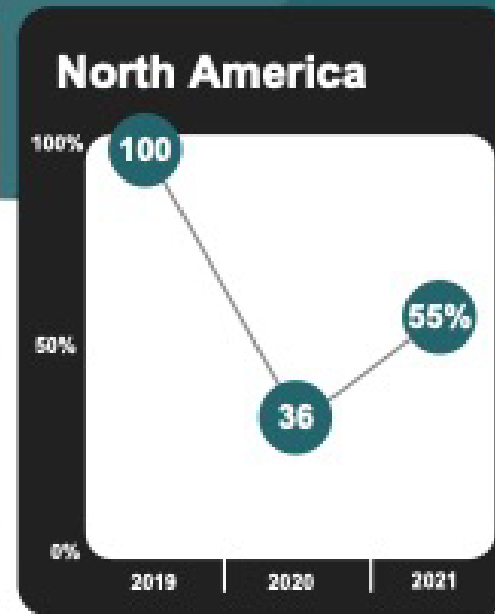
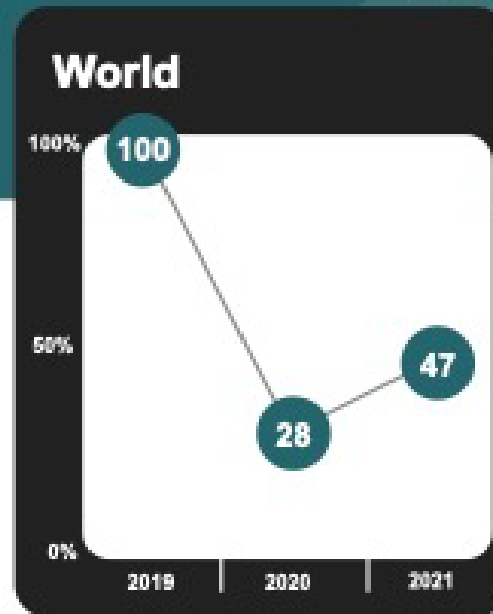
# Global Economic Impact of Exhibitions: Asia/Pacific



Industry to regain significant revenues again in 2021, compared to 2020



Based on data from 457 exhibition industry companies globally



Tasked with the need to re-start economies devastated by the impacts of the COVID-19 pandemic, governments right now need tools and platforms that can advance a broad-based recovery in the most effective ways.

# Here's Why | 15 Ways Business Events Create Strategic Advantage in Economic Recovery and Renewal



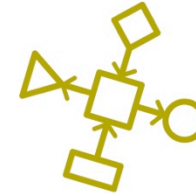
1 | Innovation & Reinvention



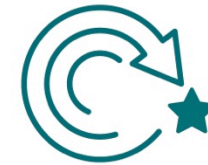
2 | Multi-sector Impacts



3 | Relationships & Trust



4 | Diversification & Self-sufficiency



5 | Transition & Renewal



6 | Talent & Investment



7 | Path to Sustainable Development



8 | Controlled Environment



9 | Community Legacies



10 | Uses Existing Investments



11 | Digitization



12 | Laboratories for Public Policy



13 | Support for the Visitor Economy



14 | Image & Reputation



15 | Measureable ROI

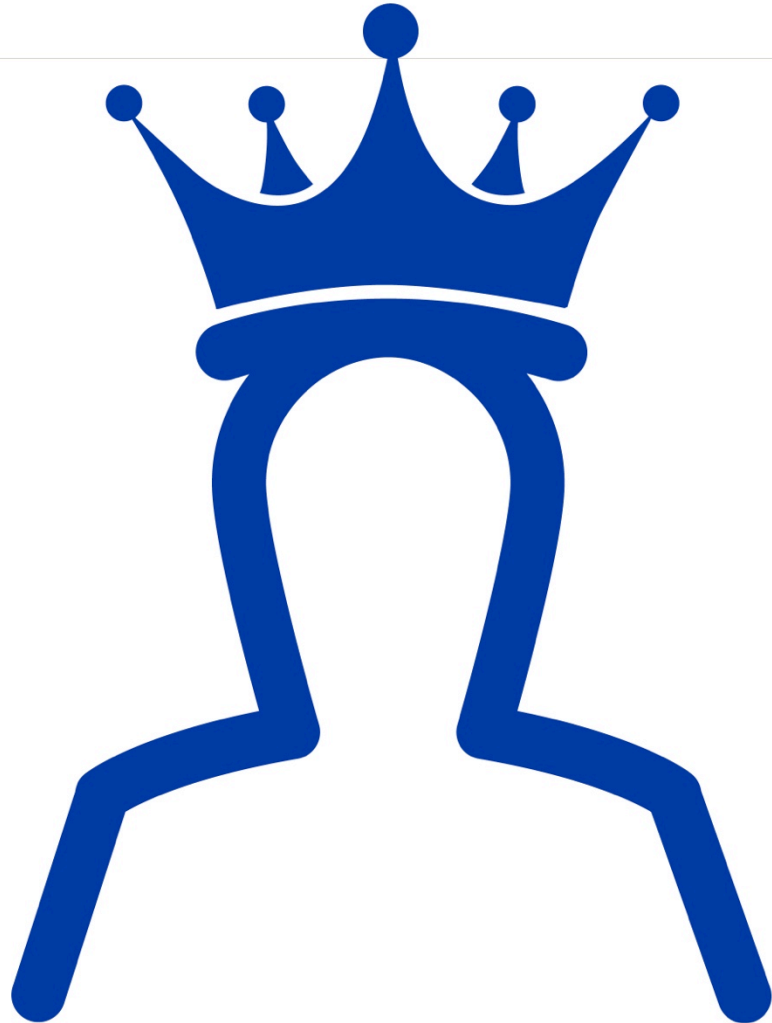


### 3 |

## Relationships & Trust

### Business events restore relationships and build trust:

Business events efficiently **utilize the collective power of group dynamics** and thinking to achieve a high level of integration. This is directly relevant to the need to repair the many “disconnects” that will have resulted from measures taken to isolate and distance during the pandemic. They are also about **creating and maintaining the productive networks** which will be critically important in the face of the kinds of global tensions (border closures, transportation shutdowns, isolation measures) that have come about in the course of the pandemic and will persist beyond the time when such initial restrictions are removed.



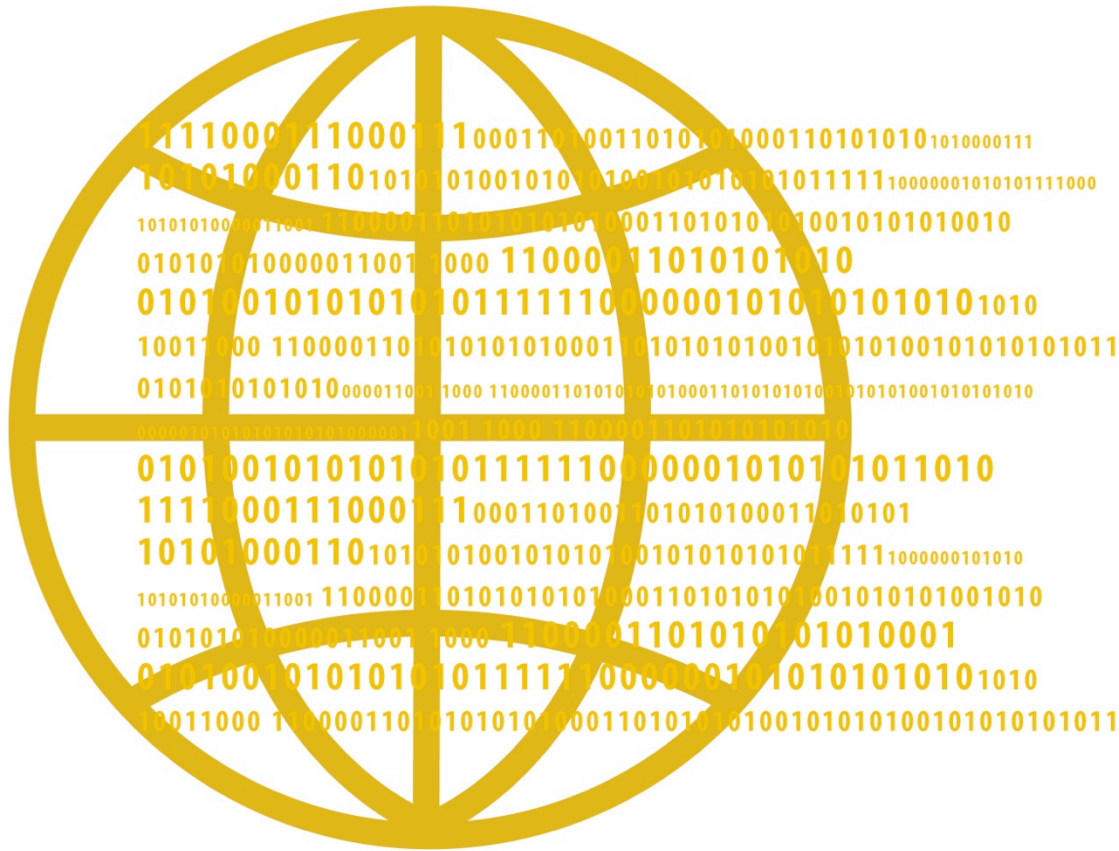
14 |

## Image & Reputation

**Signature business events can make (or restore) a reputation as a business centre:**

Prominent business events generate profile and prestige for the host destination in a globally-visible way. In the changed world that will emerge from the COVID-19 experience **established destinations will need to consolidate their leadership position** under new conditions. At the same time, there will be **new opportunities for other destinations** to raise their profile as attractive business destinations if they can offer alternate attributes such as environmental quality and safety which will be increasingly in demand in a post-pandemic world.





## 11 | Digitization

They are already responding to the growing movement toward digitization and can deliver content and results in person, via the virtual world or both:

As the world struggles with the disruptions associated with the pandemic a benefit arising is that **most business events today have a companion “virtual” component that can further leverage global exposure**, and these have become increasingly sophisticated. This means that the potential impacts of an event can be extended to a global audience, with correspondingly greater image and legacy benefits for the host community.



## 7 |

# Path to Sustainable Development

They lead the “renewed” economy toward sustainability:

A new priority for most governments is a focus on **sustainable development** due to a variety of new agendas (environmental, educational, social equity) that again require productive interactions to succeed. The key elements of sustainability have been embedded in the UN Sustainable Development Goals (UNSDGs), which are in turn directly addressed by industry events as demonstrated in recent studies that show meetings, conventions and exhibitions in fact address the widest possible spectrum of UNSDG’s.

**FIVE IMPORTANT POLICY IMPLICATIONS** | To be applied in a practical way, the arguments above can and need to be embedded in government policies and structure. A starting point for this process is an acknowledgment that:

**1 | CONTROLLED GATHERINGS**

Business events are **not public gatherings but highly controlled assemblies** and should be classified and distinguished as distinct from generic mass gatherings for the purposes of re-opening policies.

**2 | ECONOMIC vs TOURISM POLICY**

Business events are **economic, scientific and professional in nature** and only incidentally tourism-related (in that they support the hospitality economy). They should therefore be seen in the **context of trade, economic development, social and investment policies** rather than tourism policy.

**3 | ALIGNMENT WITH POLICY PRIORITIES**

There should be an effort to **align business events and overall government policy priorities** so that events with the greatest potential to support / advance those priorities (health, education, innovation, major events) can be targeted and more effectively utilized for this purpose.

**4 | AVAILABLE FUNDING AND INFRASTRUCTURE**

Existing investments in infrastructure and institutions should be reviewed for their potential to enhance competitiveness in the business events market. **Financial support and increased competitiveness can often be delivered by offering relief to event organizers** for the use of existing government-owned facilities rather than creating new incentive programs.

**5 | AN INTEGRAL PART OF A 'VISION' FOR THE FUTURE**

With governments today being called upon to articulate and demonstrate a **vision for both health and safety management and economic recovery**, business events can be incorporated into such strategies as strategic tools to achieve the stated goals.