Zeroing in on Nihonbashi

PCO: Congress Japan
Headquartered in Tokyo, Congress Japan is opening a second office in Tokyo in response to a broad range of organization requirements, such as quality facilities and excellent access for attendees via public transportation. The new facility is located in Nihonbashi, one of the oldest districts of Tokyo, and follows on from the initial Congress Japan facility in Nakanoshima, which opened in 2012.

The name Nihonbashi means literally ‘Japan bridge’ and derives from a historic bridge that was built in 1603, which became the district’s landmark and the starting point for the five major roads leading outwards from Edo (present day Tokyo). Crossing the bridge in those days, one could view the Shogun’s Edo castle and even Mount Fuji beyond, as featured in the colourful woodblock prints of the Edo period (1660–1688), during which Edo’s culture flourished.

The area developed into a commercial centre, and today Nihonbashi retains that status as the home of the Bank of Japan. It is also the headquarters of various pharmaceutical and financial corporations, and many shops trading in traditional provisions. Nihonbashi also retains the ‘zero mark’ for distance measurements in Edo.

The area has always been attractive and filled with history, and today is gaining renewed attention as an area targeted for revitalization of the local community. It aims to do this by utilising its expertise in planning, constructing and managing meeting facilities that will, in turn, attract people to the area from near and far, thus stimulating the exchange of knowledge and ideas.

The record attraction of Tokyo!

Tourism Toronto, the tourism and convention association for Canada’s largest city, has announced that 2014 was a record year in terms of the number of future meetings and delegates confirmed as coming to the city. In the 12 months ending 31 December, Tourism Toronto’s database has confirmed 665 future meetings and conventions that are expected to bring 663,000 attendees to the Toronto region, requiring a record number of more than 1,000 hotel room nights.

“Conventions, meetings and events are a mainstay of the tourism economy in Toronto, providing solid business for the region and supporting hundreds of thousands of jobs,” said David Whitaker, President and CEO of Tourism Toronto. “Conventions generate spending on a range of businesses, including hotels, restaurants, retail, taxis and convention centres. In addition, a significant number of services benefit from the meetings industry such as audio-visual, entertainment, attraction and transportation services.”

The meetings confirmed in 2014 for Toronto included a number of major events, including the 2013 Congress of the American Educational Research Association, which is expected to bring 14,600 attendees to the city and the 2016 Perfect China event for 5000 attendees. The meeting confirmed in 2014 fall into the category of ‘major meetings’ that attract more than 2000 attendees and require multiple hotels. Thirteen of these major meetings will be held at the Metro Toronto Convention Centre. Tourism Toronto also hosted a number of special events in 2014, including the International Tourism Industry Meeting, with 3200 attendees from around the world, the American Association for Thoracic Surgery congress, with 4500 attendees, the Million Dollar Round Table meeting, with 7900 attendees, and the Lions Club International meeting, with 15000 attendees.

“Toronto offers so much for our meeting delegates – from great convention venues, world-class hotels, great dining and entertainment options in the downtown area town, to plenty of flight options and all the culture that can easily be explored outside of the convention hours,” said Laurie Cipriano of the American Educational Research Association. “Choosing Toronto for our meeting in 2019 made a lot of sense and will be well-received by our members.”

Fashion for Kids

PCO: C-CN, Czech Republic
The city of Prague plans to celebrate the 10th anniversary of the ‘Fashion for Kids’ charity fashion show as an event started by the Teresa Maxova Foundation and regularly organised by PCO C-CN as a part of its social responsibility programme. “Fashion for Kids” was the brainchild of Czech superstar Teresa Maxova, who in 1994 came up with the idea of connecting the world of fashion with the world of corporate social responsibility, and launched the event with the aim of helping children in need. “The world of fashion has always used me, and now I have the chance to use it for something that really matters,” she said.

The show featured famous designers such as Vivienne Westwood and Jean-Paul Gaultier, supermodel Karolina Kurkova, and an intimate performance from the famous musician Bryan Adams. An event of such stature required a wide range of services from C-CN, which differed greatly from those typically needed for scientific conferences. In particular, these included full event management, the casting of models and provision of technical support. C-CN demonstrated that it has the know-how and range of scientific congresses in its portfolio, it can also provide clients with a variety of professional services for many different events. Thanks to multiple generous donations, the 10th anniversary event raised the highest total to date for the cause, supporting children in need.

Giving food for thought

PCO: Enama, Greece
One of the key principles of Greek PCO Enama is ‘giving back to the community’. As such, they believe it is essential to be seen to be socially responsible, but to support what it feels is fundamentally important to the world – educating children.

Recently, Enama, in collaboration with the Department of the Peninsula School Feeding Association (PSFA) in South Africa, organized a week-long catering for 3000 meals to hundreds of schoolchildren in Cape Town. The PSFA recognises that children are inadequately fed and cannot concentrate at school, so provides meals every day in 145 schools that are designed to give the necessary protein, carbohydrates, vitamins and minerals. To support this work, Enama donated 14000 ZAR to the PSFA during its recent Experts in Stone Disease Conference, which it organized in Cape Town in December 2014.

Today, Enama offers an average of more than 3000 portions of food each day through its network in Greece.

The importance of giving something back

By Patricia Sesepembe-Bungomiro, ATIM Group International
Social responsibility is an integral part of IAPCO’s philosophy, and it is the association’s sincere desire to do more. We would like to take this opportunity to share with you the progress made by Burundi in the development of its tourism industry as IAPCO members, have been involved with since 2013.

IAPCO has been providing contributions through membership fees to help improve the conditions of the hospital in the town of Burundi called Bubanza.
Burundi is a small country in Central Africa with a population of more than 7 million that is growing sharply. There are many severe health problems in this area – there is a high mortality rate from malaria, HIV, tuberculosis and malnutrition, while in the field of orthopaedics, the population faces congenital and acquired malformations. IAPCO has been providing contributions through membership fees to help improve the conditions of the hospital in the town of Bubanza, and during 2014, 40 members contributed €3,496.

I go to Burundi every year in behalf of IAPCO. I can personally assure members that these donations and funds, of almost 40,000 Euros, touched the hospital and the whole community, including the children. I have just returned from a trip which took us to most of the hospitals and the whole community, including the children. I have just returned from a trip which took us to most of the hospitals and the whole community, including the children. I have just returned from a trip which took us to most of the hospitals and the whole community, including the children.

We can imagine and touch the children in the hospital and the school orphanage.

If you would like to donate please contact the IAPCO Secretariat (Bubanza basketball court) info@iapco.org