

Turkey *Where East meets West...*

Turkey, a natural meeting destination of great values, for all cultures to convene. Today, the Turkish Meeting industry is expanding even faster than ever before and the country is confirming its status as *the perfect place where the world meets...*




HOME OF 

MEETINGS

ISTANBUL

Istanbul has been ranked three consecutive times as *the world's number one city to host large-scale conferences with 500 and more delegates*. With seven modern convention centers and three exhibition centers, the city of two continents offers you a unique blend of state-of-the-art facilities, accessibility, and rich culture. Discover Turkey, home of meetings. Be our guest!



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The Republic of Turkey
Ministry of Culture and Tourism
The General Directorate of Promotion

Dearest Meeting Planners,

“Merhaba” or Welcome to this special edition: Turkey, the perfect destination for distinctive Meetings, Incentives, Congresses and exceptional Events.

At the crossroads of 3 continents, Turkey has come a long way over the last decade as the number of visitors has grown from 10 million to almost 38 million per annum.

The world's biggest airport is underway in Istanbul, with an ultimate yearly capacity of 150 million passengers and global access to every major city on the planet, while Turkish Airlines has become the largest air carrier worldwide with over 260 destinations.

Turkey offers an impressive selection of top notch hotels and world class peerless resorts in divine surroundings, from the most refined luxurious palaces to unique charming boutique hotels. Hundreds of thousands of rooms can accommodate your guests for all your travelling needs, regardless of the size of your group. Our DMCs, PCOs, CVBs and MICE industry experts are highly skilled professionals that will meet all your requirements, even the most sophisticated ones.

For your meetings, we have ‘la crème de la crème’ for you: from the most ancient well preserved Roman theater dating back centuries BC, to the latest modern venues with state-of-the-art equipment technology. All facilities are at your finger tips to organize some of the largest congresses, conferences, conventions, incentives or team building programmes.

Among our rich landmarks, choose between “World Capital” fascinating Istanbul, “Paradise on Earth” Antalya, “Pearl of Aegean” Izmir, “Historical & Desirable” Ephesus, “Trendy & Fashionable” Bodrum, “Land of Fairy Tales” Cappadocia, “Anatolian Angora” Ankara or any of the countless islands scattered around the Black, Marmara, Aegean or Mediterranean Seas. Each part of the country offers everything you dream off and any of these unique destinations will leave you with unforgettable memories.

Top it off with our prime fine dining gourmet cuisine, a one of a kind hospitality, countless indoor and outdoor sports activities, a breathtaking landscape environment and nature's haven, all shoppers' heaven, a fabulous nightlife and much more. In brief, you have it all here under the same roof or sky, right here on Turkey's land: “HOME OF MEETINGS”.

Dearest guests and friends, we are eager to welcome you personally and I am hereby extending my deepest and warmest greetings to you: **Türkiye'ye Hoşgeldiniz...**


İrfan ÖNAL
Director - General



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ICCA RANKING	WORLD 2012	WORLD 2013	UP BY	EUROPE 2012	EUROPE 2013	UP BY
DESTINATION	RANK	RANK		RANK	RANK	
Turkey	21	18	3	13	10	3
Istanbul	09	08	1	08	07	1
Antalya	109	103	6	56	57	-1
Izmir	207	106	101	107	59	58
Ankara	363	193	170	181	101	80

NB: Istanbul has been ranked 'World's Number 1 Congress Destination' for events with more than 500 delegates three years in a row in 2011, 2012 and 2013.



Turkey at a glance

As a bridge between East & West and with a legacy of trade that dates back to the Silk Road, Turkey is exceptionally well positioned as a place to do business and meetings. Its growing economy triggers the growth and development of the international commerce as well as the meeting industry.

A destination with a wide appeal to all travellers, Turkey combines fascinating historical and archaeological sites, a delicious finger-licking cuisine and an active sports and adventure scene with great weather, stunning sceneries and warm hospitality for which the country is so famous. Its awe-inspiring landscapes and contrasting regions encompass two Wonders of the Ancient World, 13 UNESCO World Heritage Sites, 379 Blue Flag beaches, 22 Blue Flag marinas just to name a few.

A country of unique and endless ancient astonishments, Turkey has a rich cultural heritage spanning over 10,000 years. Asia Minor has cradled countless civilisations throughout centuries, embedding multi layers of history and wonders onto Turkey's panorama. More than 20 civilisations – from the Hittites, Jews, Christians, Seljuks, Byzantines, Greeks and Romans to the Ottomans – have inhabited the country, leaving behind a multicultural patchwork of stunning architectural, archaeological and religious gems waiting to be explored.

Among the breathtaking wonders and mysteries of Turkey's countless landmarks is world's famous Cappadocia. With its incredible lunar landscapes, ancient rock-carved churches, cave hotels and underground cities, Cappadocia's striking sceneries are like no other place on earth. Formed at the centre of a once volcanic region million years ago, over time, wind and weather have sculpted the sensual curves, forming the pinnacles and peaks now known as the 'Fairy Chimneys'. Cappadocia is home of a UNESCO World Heritage site which was an official state during Roman times. A very highly appealing and astonishing MICE destination, the region is popular for its hot-air balloons flight at sunrise or sunset as well as hiking and trekking through its enchanting valleys and endless underground tunnels.

Meetings in Turkey

With its much envied geostrategic position, developing infrastructure, fast-growing economy and wide potential, Turkey is becoming a very strong appeal to the Meeting industry and the sector increases each year.

Turkey aims to be the world's no.1 destination hub for conventions and events in any scale, from the smallest to the largest, indoor & outdoor, with a multitude of different sized & shaped multipurpose meeting rooms, salons, congress, convention, conference, fair and exhibition

centres. Convention and Visitors Bureau's well established offices in Istanbul, Antalya, Izmir and Ankara will assist you personally with any of your queries.

Throughout the country, there are more than 50 large congress & meeting places including those within the major hotels & resorts. This comprises 17 specifically dedicated congress/convention centres (eight of which are in Istanbul, with others in Antalya, Ankara, Izmir, Ephesus, Mersin and Bursa) each with capacities of 100 delegates and up to 30,000 or more. All offer state-of-the-art technology including simultaneous translation in any language.

Meeting Destinations

Each venue boasts convenient international and domestic accessibility via top flight business connections, excellent transportation routes and high speed railway network, top-notch convention and meeting facilities, world-class hotels and a wealth of cosmopolitan dining, sightseeing and entertainment opportunities.

The hub Istanbul can be reached easily through hundreds of direct daily flights in less than six hours from 260 destinations in five continents. Thanks to Turkish Airlines massive network (flying to more countries in the world than any other airline), more than two billion people live within few hours' flying time of Istanbul. ■

Istanbul Convention & Visitors Bureau – ICVB

Founded in 1997, Turkey's first destination marketing bureau, the Istanbul Convention & Visitors Bureau (ICVB) offers a wide range of services designed to:

- Help promote Istanbul as a congress, meeting & incentive destination
- Assist organizers in creating fabulous events in the city
- Arrange site inspections for association representatives & meeting planners

ICVB and Istanbul Chamber of Commerce's Chairman, Mr. İbrahim Çağlar states that "ICVB supports the congress candidature process of Istanbul by preparing the official bids, providing promotional materials, assisting with destination presentation and coordinating the support of local and national authorities."



Photo Credit: J. Rofer

Istanbul, the Best Place to Connect

With a history dating back to 8500 years, Istanbul is one of the most visited places, a central hub connecting East and West, blending the past and the future, bringing together cultures and people from all over the world. Turkish cuisine, considered one of the best in the world, involves a wonderful and wide range of tastes due to various civilisations that lived in this area for centuries. Istanbul is also an ideal destination for international meetings with its world-class convention venues and accommodations.

An outstanding Metropolis
Byzantium, Augusta Antonina, Dersaadet, Asitane, Constantinople, Konstantiniye, Istanbul... has had many different names and hosted many different cultures during its history. No other city gives the option of travelling from one continent to another with a magnificent view. As one of the most popular cities in the world, and for hundreds of years, Istanbul is indeed one of the most famous metropolises of the world.

As a result of its economic growth, every year Istanbul hosts more and more visitors wanting to immerse themselves with her rich history. Istanbul not only presents a historical journey, but also boasts the vibrancy of a modern city with international film festivals, exhibitions, art galleries, and sporting events. In 2010, the city was designated as the "European Capital of Culture" and as the "European Capital of Sport" in 2012. The city is home to 46 universities, many of which are the choice of thousands of international students.

A Leading Congress Destination
As a leading congress destination, Istanbul with its expanding facilities, excellent transportation network, numerous convention & exhibition venues and high-quality hotels is one of the top 10 congress destinations in the world. The city is home to 7 convention and 3 exhibition centres each capable of hosting events and large international congresses. In 2013, Istanbul hosted

conferences that received praise all round such as: World Dental Congress FDI – 15,000-pax, International Congress of the European Academy of Dermatology & Venereology EADV – 8100-pax, European Renal Association & European Dialysis & Transplant Association ERA-EDTA – 8000-pax, Conference of the European Association for International Education EAIE – 4000-pax.

With almost 90,000 total guestrooms at 114 five-star and deluxe hotels, Istanbul offers a variety of remarkable options for meeting planners to create truly outstanding events. Another factor in Istanbul's success as a congress destination is its easy access from anywhere in the world. Turkish Airlines offers direct flights from 260 destinations in five continents, meaning that two billion people live within six hours' flying time of Istanbul. Thanks to Turkish Airlines massive network (flying to more countries in the world than any other airline) Istanbul has become a popular and widely used transportation hub. ▶



Images above, top to bottom:

- Hilton Istanbul Bosphorus
- WOW Convention Centre
- Haliç Congress Centre
- Hilton Istanbul Bomonti

Convention & Exhibition Centres

As one of the 'World's Top 10 Congress Destinations', Istanbul is the ideal city in which to convene congresses with up to 30,000 participants or more. All convention and exhibition centres are capable of hosting major events with thousands of delegates at three separate clusters around the city: the Congress Valley, the Golden Horn and the Airport Area.

In the city centre, the Congress Valley features two main complexes, namely the Istanbul Congress Centre (ICC) and the Istanbul Convention and Exhibition Centre (ICEC). These venues are a walking distance from a wide range of hotels, restaurants and attractions.

Opened during the World Bank-IMF Summit in 2009, ICC covers over 16,000 sqm of exhibition space, including a 3705-pax auditorium and 115 meeting rooms. ICEC features a 2000-pax auditorium, many meeting rooms, over 7000 sqm of exhibition space, and 27 multi-functional rooms.

Hilton Istanbul Bosphorus Convention & Exhibition Center has a capacity of 3,000-pax over two floors and a 1,480 sqm surface area that can be used for large conferences, congresses, exhibitions, concerts, fairs or award

ceremonies.

Hilton Istanbul Bomonti Hotel & Conference Centre offers the location and facilities with 12,000 sqm of event space, more than 30 meeting rooms, the stylish Grand Ballroom with 9m of ceiling height or the Crystal Ballroom flooded with natural daylight.

The Grand Cevahir Hotel & Convention Centre has one of the most unique auditoriums in Turkey, a 1013-pax capacity, state-of-the-art systems for all kinds of events, and 22 multi-purpose meeting rooms.

On the shores of the Golden Horn, the Haliç Congress Centre is another massive complex which hosted the 5th World Water Forum. It comprises a 3008-pax auditorium, 102,000 sqm of meeting spaces and 86,000 sqm of indoor spaces.

The Airport Area hosts the Istanbul World Trade Centre Complex comprising 11 exhibition halls and several accommodation and meeting facilities spread over an area of 162,000 sqm.

Right next to Ataturk International Airport, WOW Convention Centre, Istanbul's biggest combined congress and accommodation centre has 34 halls, 8500 sqm of meeting area and a capacity of 6500-pax. The metro station

connecting with the city centre is located in the garden of the congress centre.

With 150,000 sqm of closed area, 120,000 sqm of open area and 8 conference halls, the fairs held at CNR Expo, the business world's choice, more than meet the appropriate international standards. CNR Expo is one of the biggest fair complexes in Eurasia.

In addition, Istanbul also offers several multi-purpose indoor sport arenas, theatres, cultural and show centres capable of hosting mega events. All venues have easy access via Istanbul's efficient system of transportation.

Home of unusual venues

In 2013 Istanbul ranked 8th in the world and 7th in Europe (ICCA). If congresses with more than 500 delegates are taken into account, Istanbul ranks in 1st place. This fascinating city provides what you can only dream of while planning any event. Whether gala dinners, social events or for any type of programme, 'World's Number 1 Congress Destination' Istanbul is the ideal place for meetings or incentives. For a truly remarkable and unforgettable experience, the world connects in only one place: Istanbul, the Best Place to Connect. ■



Images above, top to bottom:

- ICC - Istanbul Congress Center
- ICEC - International convention & Exhibition Centre



Antalya

Antalya and its environs were home to countless civilisations and cultures in the ancient world. Thus the region was known as Pamphylia, "the land of all people and the land where all cultures meet".

Antalya, which does host millions of visitors each year, has become one of the most-visited regions in the Mediterranean. With hundreds miles of magnificent coastline, a constant year-round favourable climate, its historical heritage and remarkable cultural and arts festivals which have international fame are all great attractions. For incentives, Antalya has a wide variety of adventurous activities, including jeep safaris in the beautiful Taurus Mountains, white-water rafting, a barbecue lunch in a beautiful natural setting, paragliding at 2365 metres over the Mediterranean or a private yacht cruise along the Mediterranean coast. To establish or strengthen team spirit, you can organise a paintball and climbing tournament in the forest or a treasure hunt using the quiet lanes of the historical quarter

of Antalya. There are also possibilities for golf, football and tennis tournaments.

Antalya is one of the most-popular destinations for the MICE industry in the region. With more than 275 five-star hotels and a total capacity of 450,000 beds plus 175,000 meeting places for congresses and conventions with the largest meeting room being able to accommodate more than 2500-pax. Antalya can host up to 3000 delegates in various hotel's convention centres at the same time.

Antalya hosts over hundreds of thousands of delegates each year with tens of thousands of international delegates and 69 international congress and meetings in 2012. In 2013, Antalya hosted almost 17,000 delegates in 54 international congresses and meetings.

Antalya's figures for the last three years show clearly the increase in both national & international large-scale congresses, conventions & meetings:

- 2013: 168 events
- 2012: 165 events
- 2011: 135 events



Images above, top to bottom:

- Aspendos Roman Theater
- Beach Park Bay view
- Susesi Maksim Hall
- Cornelia Diamond-Citrine Hall



Teamwork & support

With support and sponsorship from Turkish Government, Governorship of Antalya, Antalya Promotion Foundation and Antalya Congress Bureau, Antalya is well-established as a centre of the MICE business network.

With intense work over the past four years, the efforts showed up the positive results. But right now, this tourism paradise prepares to face the biggest and largest scale meeting event in its history. Chairman of the Local Host Committee Nizamettin Şen explains this shift in perception from being the heart of mass tourism to new congress destination as Antalya settles in the center of new business network.

Through the efforts of the Antalya Convention Bureau, a non-profit organisation, over the last 15 years, Antalya has now begun to reap the benefits of its investments and will host the 53rd ICCA World Congress on 1-5 November 2014. Antalya is now in a position to host 'the congress of all congresses'.

ICCA's Annual General Assembly will take place

in Belek, Antalya, a leading golf destination and a midway stop for world soccer teams in their preparations for the national league seasons each year.

Susesi Luxury Resort and Cornelia Diamond Golf Resort and Spa will jointly play host to this year's ICCA Congress, providing their guests with an all-inclusive concept.

The participants will also be able to enjoy such venues as the Titanic Deluxe Belek and Regnum Carya Golf and Spa Resort for special events during the time of the ICCA Congress. The great diversity of venues will certainly leave a strong impression on the participants during the times of the meetings.

Antalya aims to continue being a great destination as well as a top congress and meeting destination on the southern Turkish Riviera. As final words of Mr. Şen pointed out, "All in Antalya", this motto describes and contains more than this ancient city possesses.

"allinantalya convention bureau" will make your dreams come true.



Images above, top to bottom:

- Cornelia Golf Club
- Belek coast line
- Cornelia Newton Hall
- Regnum Carya Resorts

The Ankara Convention and Visitors Bureau (ACVB), a division of the Ankara Chamber of Commerce, is a non-profit association with a leading role in enhancing relations between business communities by creating a positive climate for business growth and investment. Ankara is a destination for large-scale events, conventions, congresses and meetings.

- ACVB supports all associations, institutions and event planners that wish to organise a successful event in Ankara.
- Assists with all conference needs, from venue finding to booking and accommodation.
- Provides solutions and information about Ankara's meetings industry as well as free of charge and complete professional assistance for meeting planners.
- Gives free promotional materials: meeting planner guides, brochures, leaflets, video presentations, posters and maps.
- Works closely with professional event organisers and industry partners to create and develop unique MICE experiences.

Ankara

Turkey's capital, Ankara, is located in the heartland of the country, a region that is a historical junction of major trade routes and a crossroads for the migrations of peoples and nations. Declared the capital of the new Republic of Turkey in 1923, today the city manages to blend both its past and booming modern presence.

Ankara, as the administrative centre of the Turkish government, is an important commercial and industrial city, strategically located at the centre of Turkey's highways and rail network.

There are numerous cultural and historical places of interest in Ankara such as the Museum of Anatolian Civilisations, considered one of the most notable in the world. Ankara's most-important monument though is undoubtedly the magnificent, neo-classical Anitkabir, the final resting place of Mustafa Kemal Ataturk, the founder of modern Turkey.

Turkey's capital city has a lively cultural life, an amazing fashion district with luxury stores, trendy bars and great restaurants. It is a centre for opera, ballet, jazz and modern dance, as well as home to the prestigious Presidential Symphony Orchestra. It has many theatres as well as public and private galleries, and exhibitions are also held at the Ataturk Cultural Centre.

With a modern infrastructure, Ankara is fully equipped and geared

up to host meetings, incentives, conferences and exhibitions. As an outstanding centre of commerce and trade with world-class facilities and well-established international class hotels, it is one of today's preferred MICE destinations. The city has 317 hotels (55 of which are four and five-star hotels) representing a capacity of 15,380 rooms and 30,469 beds (source: Ministry of Culture & Tourism).

Congresium International Convention & Exhibition Centre (CICEC), established under the roof of Ankara chamber (ATO), is a crucial element in presenting Ankara as open to the world, specially designed to meet all customised needs with its infrastructure and useable area of 80,000 m². Its exhibition hall of 10,000 m² makes the Centre the most appropriate choice for international exhibitions.

- 2 Dividable halls of 5770 m²
- Dividable ballroom of 1500 m²
- 2 Lounges of 400m² each
- 5 Small meeting rooms of 50m² each
- 5 Meeting rooms of 100m² each
- 3 Dining facilities
- Panoramic rooftop of 4700 m² with view of Ankara, enabling various activities
- Another terrace of 650m² with view of Ankara
- An auditorium built to world standards with a capacity of 3107 people



Images above, top to bottom:

- Anitkabir
- Etnografya Museum
- Congressium International Convention & Exhibition Centre CICEC

Ephesus Convention Centre in Aydin

ECC brings state-of-the-art design and cutting-edge technology to the heart of antiquity. It is the first modern, large-scale convention centre on Turkey's Aegean coast, offering superior facilities in one of the most popular and unforgettable destinations.

ECC is just 45 minutes from Izmir International Airport and also has on-site helipad and local airport.

Near the ancient city of Ephesus lie the ruins of a

Hellenistic amphitheatre, the largest ever built in Anatolia, capable of seating up to 25,000 yet designed to amplify the human voice. ECC builds on this heritage of acoustic excellence, offering state-of-the-art audio-visual technology and the finest concert hall quality acoustics. The 2700-person capacity Grand Auditorium has a cutting-edge Reverberation Diffuser Cylinder that achieves an unparalleled quality of sound.

Each of the 33 break-out and meeting rooms, with capacities

of 45 to 800 people provide tailor-made services and high technology. The 2780m2 indoor, 1650m2 foyers and additional 3000m2 outdoor exhibition areas mean that ECC meets the requirements of international PCOs and DMCs.

Indoor or in the open air, it offers outstanding dining and catering options for events of every size, up to 8000 delegates. Beyond historical heritage Aegean villages, shopping, nightlife and countless sports facilities offer a wide range of activities.

Izmir

One of the oldest cities of the Mediterranean, Izmir or 'the pearl of Aegean' is an ideal destination for meetings, incentives, congresses and events. Its 8500-year-old historical and cultural background, extraordinary natural beauty, 300 days of summer, friendly, warm people, broad range of accommodation and meeting-room options and relatively low-cost advantage have boosted its MICE potential in hosting international events. The city, which author Victor Hugo called 'a princess with a beautiful necklace around her neck', has been named the leading cruise destination of Europe three years in a row in 2011, 2012 and 2013.

With more than 20 superb first-class hotels, Izmir has modern and high-quality accommodation facilities including top-notch services with a total bed capacity of 63,500 and the capacity for meeting venues is over 55,000.

Izmir's Adnan Menderes Airport provides direct flights to 86 destinations in 36 countries via 55 airlines and the city is just three hours flying time from 48 countries on three different continents.

Founded by the Izmir Tourism Promotion Foundation as a private, not-for-profit organisation, the Izmir Convention & Visitors Bureau (Izmir CVB) is a one-stop-shop for meeting planners who are seeking independent advice on all

aspects of hosting and organising conventions, trade shows, incentives and events in the region.

Acting as an information and communication co-ordination office, Izmir CVB is a strong and reliable link between meeting planners and the city's tourism industry. Some of the foremost services of Izmir CVB are:

- Making tentative bookings of hotel rooms and meeting venues
- Organising educational trips and site inspections
- Producing promotional materials for meeting planners and event organisers and more

The Chairman of both the Izmir Chamber of Commerce (ICC) and Izmir Convention & Visitors Bureau (Izmir CVB) Ekrem Demirtaş said that according to ICCA's 2013 statistics, Izmir's international meetings rose to 22 from 11, with the city coming into 106th place up from 207th in the world rankings compared to the previous year. Demirtaş went on to say that Izmir has the potential to rise even higher in the rankings in time.

Sites worth visiting in the area include Seven Churches of Revelation (the first Christian church mentioned in the Bible), the ancient city of Ephesus, the Acropolis of Pergamum, the House of the Virgin Mary, Kadifekale (Velvet Castle), Smyrna, Poseidon, Kizlaragasi Han, Clocktower and much more. ■



Images above, top to bottom:

- Ephesus Congress Centre
- Tepekule Congress Centre
- Izmir view





Handan Boyce in 4 words:
Vision | Passion | Dedication | Leadership

As General Manager of Istanbul Convention & Visitors Bureau 2003-2010, Handan Boyce committed herself into the meeting industry and worked for its development and advocacy on both national and international levels. In 2011, as G.M. of Haliç Congress Center, she held a new role and challenge within one of the most distinctive and leading domain, the venue management. Her vigorous and dedicated efforts with private sector partners as well as top governments and institutions pioneered the development of the industry in Turkey. This reflected in its integration with global markets, accelerating involvements in international industry associations, thus resulting in a considerable growth of ICCA membership in Turkey.

She was elected ICCA Mediterranean Chapter Chair in 2006, member of the Board of Directors representing the destination marketing sector in 2007, Management and Finance Committee Board member and finally the 3rd Vice President in 2010. Involved in future projects and in ICCA's strategic direction during her 4 years term, she served for the association and its members best interests, bringing the number of ICCA members in Turkey up by 270%, from 13 in 2003 to 47 today.

Holding the strategic leadership positions in different sectors of the meeting industry, Handan worked in close relationship and cooperation with associations, meeting management companies and suppliers. This provided her the unique background to understand the values, the global and multicultural business and working environment of ICCA, and to internalize the needs and expectation of all members regardless of their business scale or geographical locations.

She is the founder of Turkish Meeting Professionals Association, MPI Turkey Club, honorary member of the Turkish Hotelier and Investors Association, member of trustee of the Tourism Development and Education Foundation of Turkey, Board member of Istanbul CVB and, one of the most active members of AIPC.

Your vision of the meeting industry in Turkey

We have seen a tremendous growth of the meetings industry in Turkey in the last decade. As the hub for international meetings and events, Istanbul is the engine of this growth followed by Antalya, Izmir, Ankara and Bursa. ICVB played a leading role in creating awareness about the industry and a collective approach to destination marketing as a result of rigorous and continuous advocacy with both public and private partners, while maintaining strong business relationships with global associations and networking with peers around the world.

Within that same period, the memberships to international associations increased in Turkey as an important indicator of this awareness and the need to be part of the global business environment to develop further. With its growing and stable economy, Turkey offers a great potential for business and trade development, countless resources for international associations and corporations to expand, and academic cooperation.

Antalya is hosting the 53rd ICCA Congress this year, and I believe this will be a perfect platform for sharing, discussing and learning among peers and opinion leaders, as well as discovering the boundless potential Turkey has to offer.

About your personal ICCA involvement

I became a proud member of ICCA in 2003 and my very first congress was in Busan South Korea. I strongly felt embraced by the friendly but also business oriented atmosphere which surrounded me and never left me. Since then, I have learnt a lot and have expanded my experience and knowledge in my role with ICCA, especially in the international meetings sector.

Standing for ICCA Presidency

We all encounter and deal with the circumstances of politically, economically and environmentally transforming world every day. We see the immediate effects of these fast, sometimes turbulent changes in our daily business environment which necessitate revision in our future plans and strategies. In my opinion, one of the key drivers of going through this transformation is to improve and communicate organizational values by maintaining global business focus.

As the most global organization of meetings industry with a reputable brand of half a century, ICCA has a strong business culture and value proposition. The great expertise of ICCA on the association business provides to its members and the association clients a unique marketplace and a valuable communication channel as a great source of expertise and advice. I would be proud of leading the future directions of ICCA if elected and fully commit myself into the sustainable development of our association and industry which I strongly believe in, and its power as a source of progress in the world. ■

www.handanboyce.com

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ANTALYA

Antalya, the host of the 2016 EXPO, blends work and leisure like no other. The crown jewel of the Turkish Riviera offers you purpose-built, modern venues and 300 days of sun. . . Numerous classified hotels and world-class golf courses. . . Easy accessibility and a rich culinary tradition. . . After all, there is a reason why some of the marquee events, like the 53rd ICCA Congress, are taking place in Antalya. **Discover Turkey, home of international meetings. Be our guest!**