

# PRESS RELEASE



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## Three world-class business events for Victoria

Minister for Tourism and Major Events, Louise Asher, today announced that Melbourne has secured the rights to host three world-class business events;

- The inaugural World Prostate Cancer Congress in 2013
- The 26th International Joint Conference on Artificial Intelligence in 2017
- The 27th Congress of the International Society on Thrombosis and Haemostasis and 65th Annual Scientific and Standardisation Committee Meeting in 2019.

“Events of this standing are vital in putting Victoria on the map in terms of enhancing its reputation as a leader in medical research and innovation, and as a state attracting world-class business events,” Ms Asher said.

“The three-day World Prostate Cancer Congress in 2013 event, being held from 7-9 August, is expected to attract 1,000 delegates from across the globe, and generate more than \$3 million for the state economy.”

“The 26th International Joint Conference on Artificial Intelligence in 2017 is the main international gathering of researchers in artificial intelligence. The seven-day conference is attended by the foremost artificial intelligence experts in the world and is expected to attract 1,000 delegates to Melbourne, generating more than \$7 million for the state economy,” Ms Asher said.

The 27th Congress of the International Society on Thrombosis and Haemostasis and 65th Annual Scientific and Standardisation Committee Meeting is a six-day event and is expected to draw 5,000 delegates from around the world, and generate more than \$30 million for the state economy.

“These business events represent a significant opportunity for the state and I would like to acknowledge the work of the Melbourne Convention + Visitors Bureau (MCVB) and the Melbourne Convention and Exhibition Centre for their role in developing the Congresses.”

Keith Herdman, Acting Chief Executive Officer of the Melbourne Convention + Visitors Bureau (MCVB), said the wins add to a string of prestigious business events secured for Victoria, all of which provide considerable economic benefits for the state.

“In hosting these events, Melbourne’s international reputation as a centre for excellence in medical research and education, and as a hub for information and communication technology, will be enhanced,” said Mr Herdman.

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“Business events drive increased visitors and repeat business to Melbourne and regional Victoria and the size and reputation of these events is sure to create further bidding opportunities from other worldwide organisations that hold numerous major international conferences.”

Leigh Harry, Chief Executive of the Melbourne Convention and Exhibition Centre (MCEC), said the MCEC is delighted to be hosting all three business events.

“This is a great honour for both Melbourne and the MCEC, and will provide opportunities for the world’s foremost experts, in their respective fields, to share their knowledge in dedicated forums. We look forward to welcoming all delegates.”

The Victorian business events industry is estimated to be worth more than \$1.2 billion and generates over 22,000 jobs.

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