



**Media Information**  
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## **Melbourne Bureau to open offices in Asia**

Melbourne Convention + Visitors Bureau (MCVB) will open two offices in Asia, one in North East Asia and another in South East Asia to further develop its share of the Asian incentive market.

The decision to open the new offices was endorsed by the Board of Directors at a meeting held prior to the MCVB's Annual General Meeting (AGM) in November.

"Our research confirms that it is the right time for Melbourne to have representation in the rapidly growing Asia business events market. The two new offices will compliment our heightened focus on the competitive international business events market," said Garry Kingshott, CEO, MCVB.

MCVB's business results for the last financial year showed an increase in business events won for Victoria.

"The total value of national and international business events we won for Victoria was up by 25 per cent on the previous financial year, and we have reduced operating costs by 5 per cent," Mr Kingshott said.

"We also achieved a 55 per cent increase in the economic impact of the international events we secured," he said.

The AGM also saw the endorsement of four nominations for the MCVB Board of Directors. John Butler, Regional General Manager – Victoria, Qantas Airways joins the board. Three directors were re-elected: Leigh Harry, Chief Executive, Melbourne Exhibition and Convention Centre; Fran Thorn, Secretary of the Department of Innovation, Industry and Regional Development, State Government of Victoria; and John Davies, Partner, Ernst & Young.

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