



Press Release – 16 January 2008

Melbourne Wins Top 10 World Medical Meeting

Melbourne has won the right to host the World Diabetes Congress in 2013, which is expected to attract more than 12,500 international researchers, medical practitioners and government policy experts to Victoria, injecting more than \$63.4m into the State economy.

The Congress is organised by the International Diabetes Federation (IDF); an alliance of over 200 national diabetes associations in more than 160 countries, working together to enhance the lives of people with diabetes.

The right to host the Congress was secured by the Melbourne Convention + Visitors Bureau (MCVB). According to MCVB's CEO, Ms Sandra Chipchase, the Congress will further Melbourne's reputation as a leading centre of medical research excellence.

"Melbourne's reputation for, and expertise in, hosting major medical and science Business Events is growing globally as a result of MCVB's winning bidding strategies, which have positioned Melbourne over rival international destinations.

"This Congress is the largest medical Business Event ever secured for Melbourne. It is also the largest Business Event ever won by MCVB, and will be of significant benefit to Victoria's tourism industry.

"The Business Events industry is the highest yielding sector of the tourism industry, with delegates spending five to six times that of the leisure tourist. As international conventions also create a catalyst for regional travel, this significant event will generate new export dollars throughout Victoria.

"A key component to winning this event was the outstanding support provided by the State Government, Qantas and Melbourne's hotels," Ms Chipchase said.

Mr Luc Hendrickx, IDF Director of Congresses, said Melbourne's bid to host the Congress was exceptional.

"Melbourne's facilities, including the new Convention Centre, the government's support for local diabetes institutions and the sophistication of MCVB's bid to host our event, especially their respect for and compliance with our specific venue selection procedure, saw the city the stand-out choice for our event.

"Diabetes continues to grow as a global epidemic, and is the fourth leading cause of global death by disease. Every 10 seconds a person dies from diabetes-related causes. We look forward to bringing the global diabetes community and political leaders, committed to improving healthcare in their countries, to Melbourne to share their knowledge, experience and ideas regarding the treatment and prevention of diabetes."

Melbourne Convention and Exhibition Centre Chief Executive, Leigh Harry, said: "We are delighted that Melbourne's new Convention Centre will host this event. The Convention Centre team, working closely with MCVB, demonstrated Melbourne's unmatched ability to host an event of this scale and sophistication.

"The new Melbourne Convention Centre, with its flexibility and technical capabilities, was able to demonstrate the required capacity to ensure the success of this event with all of its complex requirements. The Convention Centre, which opens next year, will be fully integrated with the existing Melbourne Exhibition Centre and will become Australia's most flexible convention and exhibition facility - a world-class facility helping to secure important international conventions and position Melbourne as Australia's Business Events capital," he said.

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