



PRESS RELEASE – 19 NOVEMBER 2010

Wins boost Melbourne's Business Events industry by \$85m

Melbourne will welcome world experts in immunology, urology, haemophilia, pharmaceutical sciences and psychiatry after securing a succession of major international conferences expected to generate more than \$85 million for the Victorian State economy.

Announcing the wins today, Sandra Chipchase, CEO of the Melbourne Convention + Visitors Bureau (MCVB) said Melbourne's expertise in health and medicine, combined with the Bureau's comprehensive business development and bidding activities, helped in securing the events for Victoria.

"Among these wins, MCVB has secured one of the world's most prestigious medical meetings – the International Congress of Immunology 2016 – for Melbourne, which is expected to attract 5,000 delegates, injecting more than \$30 million into the State economy.

"This congress will provide an opportunity to showcase the breakthrough work of Victorian medical specialists, researchers and academics, including new research into the management of HIV/AIDS by Melbourne's Burnet Institute and a world-first experimental vaccine for celiac disease (gluten intolerance), developed by the Walter and Eliza Hall Institute," said Ms Chipchase.

In addition, MCVB has won the 32nd Congress of the Societe Internationale d'Urologie 2015 for Melbourne, expected to bring 4,000 delegates to Victoria and generate more than \$20 million in economic impact.

"The congress represents the full spectrum of clinicians and investigators from all subspecialties that come together to diagnose, treat and support patients with urological diseases.

"These conferences are expected to generate more than 63,000 room nights for the local industry between 2014 and 2016. In addition to providing a boost to Melbourne's Business Events suppliers, these events are also good news for the State, with almost half of convention delegates visiting the city staying on to explore regional Victoria," said Ms Chipchase.

Ms Chipchase added, "These wins would not be possible without the work and commitment of all the Local Host committees, the support of the Melbourne Convention and Exhibition Centre, Qantas and the State Government.

"In particular, I would like to thank Victoria's Minister for Tourism and Major Events, Tim Holding, and the Health Minister, Daniel Andrews, for facilitating the cross-Governmental support that has helped Melbourne secure some of the largest and most prestigious Business Events in the world over the last five years.

"I'm delighted that our recent wins, which will also bring experts within the fields of social psychiatry and pharmaceutical sciences to Melbourne, will attract an additional 16,700 delegates to Victoria," said Ms Chipchase.



MCVB would like to thank the following for their assistance in securing these events for Melbourne and Victoria:

Dr. José Villadangos, Laboratory Head & NHMRC Senior Research Fellow of the Immunology Division of the Walter and Eliza Hall Institute of Medical Research – Immunology	International Congress of Immunology 2016	5,000 delegates
Dr William Lynch, Hurstville Private	32nd Congress of the Societe Internationale d'Urologie 2015	4,000 delegates
Sharon Caris, Executive Director, Haemophilia Foundation Australia	International Congress of World Federation of Hemophilia 2014	3,400 delegates
Ross McKinnon, Associate Head and Professor of Pharmaceutical Biotechnology, School of Pharmacy and Medical Sciences for the University of South Australia	Pharmaceutical Sciences World Congress 2014	2,500 delegates
Professor Russell D'Souza, National General Secretary for the Indo Australasian Psychiatry Association	World Congress of Social Psychiatry 2016	1,000 delegates
Associate Professor David Shallcross, Head of Chemical and Biomolecular Engineering at Melbourne University	Asia Pacific Confederation of Chemical Engineering Congress 2015	800 delegates

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