



**CONVENTION &
ASSOCIATION BUREAU**

**FOCUSSES ON
POSITIVE IMPACT
BUSINESS TOURISM**

VISIT.BRUSSELS OPEN DAY 2023

visit.brussels 
CONVENTION
ASSOCIATION
BUREAU



INTRODUCTION

POSITIVE IMPACT IN OUR SECTOR

- **International context:**
 - New era*, new mindset, strong sustainability concerns**
 - New ways to create engaging events
- **Brussels' context:**
 - Cutting-edge vision: meaningful MICE tourism, promoting recurrent events in Brussels, putting the accent on soft mobility, willing to produce a long-lasting effect
 - visit.brussels' sustainability chart

*KPMG Survey of Sustainability Reporting 2022

**Deloitte 2023 Gen Z and Millennial Survey





KEY INDUSTRY SECTORS

KEY INDUSTRY SECTORS REDEFINITION

- Study conducted in 2022 to redefine Brussels key industry sectors (expertise & knowledge for hosting events)
- 5 key industry sectors identified with subsectors for each :
 - **Healthcare**
Cancer study, Neurology, Public Health, Psychology, Gastroenterology
 - **Sustainable economy**
Environment, Nuclear Technology, Clean Energy
 - **Digital economy**
Computer sciences, Information & Communication Technology, Software & Data
 - **Biosciences**
Biopharming, Biotechnology, Pharmacology
 - **Finance & Trade**
Financial services, Commerce & Trade, Business & Services



KEY INDUSTRY SECTORS IN ACTION

- Identification of Local Intellectual Leaders
- Sectorial business development : CVAB
prospection team focuses on lead generation in these key sectors
- Collecting information about each sector (stakeholders, institutions, individuals) & sharing information with clients or partners in the form of a brochure
- Network diversification through the development of our Brussels Meetings Ambassadors programme
- Community building @ The Association Place



A scenic view of Brussels, Belgium. In the foreground, there's a large, lush green tree. To the left, a building features a colorful mural depicting various scenes. In the middle ground, a bridge spans a river, with a yellow van and a car visible on it. A tall, slender monument stands behind the bridge. In the background, modern city buildings are visible under a clear blue sky. A yellow decorative line arches over the top left, and another yellow line loops on the right side. A greenhouse is visible in the bottom left corner.

POSITIVE IMPACT SUPPORT

HOW IT WORKS ?

- 1) NEW annual competition in 2024
- 2) Outstanding yearly budget
- 3) Focus on key industry sectors
- 4) Criteria : GDS standards, responsible/ inclusive initiatives, long stays & seasonality
- 5) Extended audience (300 pax. min, 1 day)
- 6) Independent jury

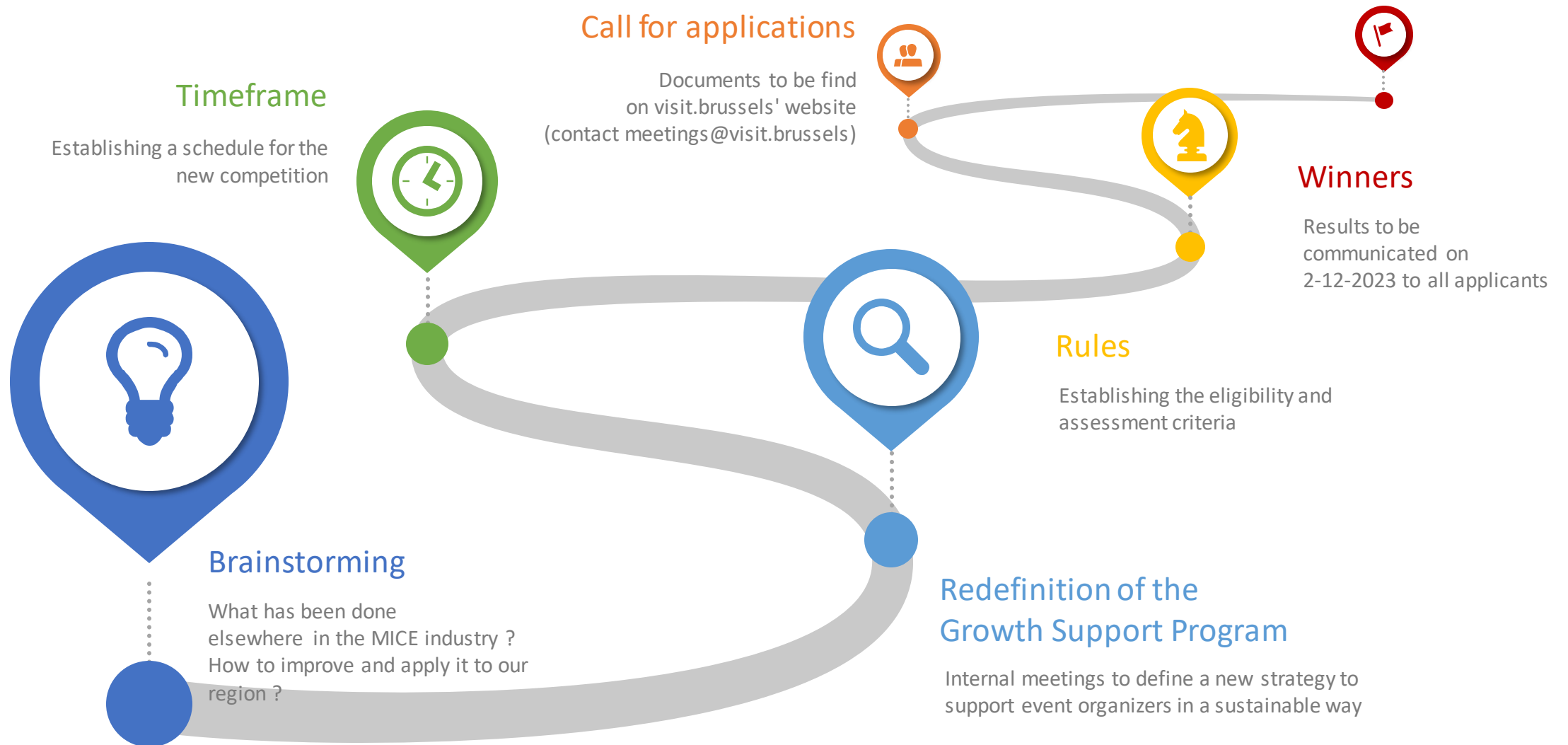


BENEFITS

- 1) No prize money BUT in-kind service
- 2) Support of soft mobility during your event
- 3) Carbon impact study + off-set initiatives
- 4) One FREE membership @ The Association Place
- 5) Access to the Press Club (EU journalists)
- 6) Support in implementing legacy initiatives
- 7) Support in finding strategic event partners



MILESTONES:





THE ASSOCIATION PLACE

BRUSSELS UNIQUE STRENGTH

Brussels has a strong international ecosystem

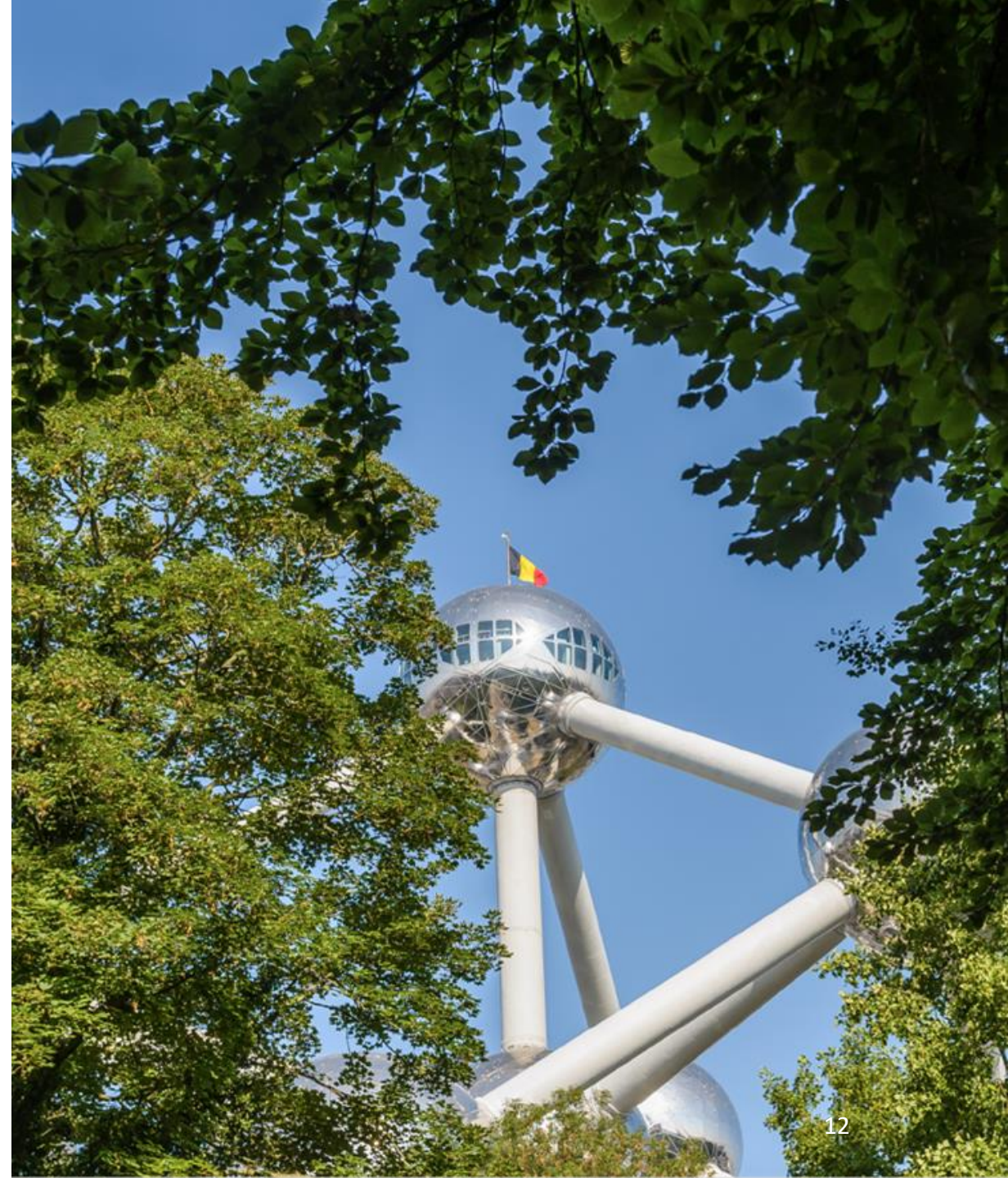
$\frac{1}{4}$ of Brussels economy based on European institutions :

- 26 associated agencies and 22 international organisations
- Diplomatic sector (embassies and consulates)
- Lobbies, the international press and other organs...
- > 2,470 headquarters of international associations (world capital)

Business tourism is an essential economic sector for Brussels

- Represents 50% of overnight stays (in 2019)
- Direct (hotels, venues, caterers, AV etc) and indirect benefits (culture, transport, shops etc.)
- 1st city in Europe in terms of number of conferences organised for and by international associations (UIA)

Strategic focus on the international associations' sector because of its high business conversion potential (work & meet in Brussels)!



A DEDICATED PLACE FOR THE COMMUNITY

Brussels' NEW HOME for international associations:

- First-stop-shop = provide **a-b-c information** for international associations to establish, work & meet in Brussels
- Community building = **animate** the community of international associations with networking activities
- Ecosystem platform = **support** associative partners knowledge initiatives and global visibility
- Shared "safe-place" = physical **meeting point** with exclusive access to the community
- Event support = **connect** with the Convention & Association team & Brussels event suppliers

The Association Place
Your place to meet, to love & to share!

For more info : associations@visit.brussels





Q&A