

January 2019

ICC Wales revs up for its first Business Accelerator event

ICC Wales will launch its first 'Team Wales Business Accelerator' event at The Celtic Manor Resort on Thursday 24 January 2019, bringing together members of the Welsh business events community to discuss practical ways to maximise opportunities from the launch of ICC Wales in 2019 and help shape the future of Wales as a destination for Business Events.

Sir Terry Matthews, owner of the Celtic Manor Resort where ICC Wales is being built, will open the event along with Welsh Government Director for Culture, Tourism and Sport, Jason Thomas. ICC Wales Chief Executive Ian Edwards will urge partners, stakeholders and business leaders to 'Grasp the Opportunity' to conclude this inspiring breakfast workshop from 8am - 11am.

Also on the agenda will be a case study on the elevation of Glasgow as a business events destination, entitled 'Strategy for Success' and presented by Scott Taylor, Chief Executive, Advance City Marketing and previously Chief Executive of Glasgow City Marketing Bureau.

The event will be moderated by BVEP Vice-Chair Simon Hughes and will also feature illuminating 20-minute panel sessions where industry experts will advise on the following topics:

- 'Building a Destination for Business Events'
- 'Staff Upskilling and a Warm Welsh Welcome'
- 'Investing in Improvements and Access to Funding'

Ian Edwards said: "We're delighted to launch our first Team Wales Business Accelerator. We have a huge opportunity with the opening of ICC Wales this year, and we're eager to galvanise like-minded industry professionals from across Wales to forge partnerships and proactively build plans that will help us maximise this opportunity.

"Wales has delivered before, with the 2014 NATO Summit and the 2010 Ryder Cup, and we are confident that we will do it again, but this can only be achieved through a collaborative Team Wales approach. We've talked the talk, now it's time to take real action to ensure Wales



presents a joined-up destination for business events in time for the first delegates coming through the doors of ICC Wales this summer.”

Minister for the Economy and Transport, Ken Skates, said: “The International Convention Centre Wales will be an iconic, major asset for Wales, enabling us to compete with any venue in the UK and beyond to attract and host key events that will make a huge contribution to our economy.

“It’s already providing the opportunity for local businesses throughout the construction phase, but of course the economic benefits of the new construction centre will stretch far beyond that. Business tourism brings with it wide ranging benefits and the new centre will allow us to build our international reputation as hosts of some of the world’s biggest events.”

Scott Taylor, Chief Executive, Advance City Marketing says: “The International Convention Centre will be a game changer for the economy of Wales, providing a world class stage for conventions and meetings. It will be the keystone to developing business tourism as a driver of growth across the country. Conventions will amplify Wales’s ground-breaking innovation and technology, its leading-edge research and renowned Universities. They will bring new visitors to Wales to enjoy its unique culture, and its film star panoramic scenery.

“The increased demand will stimulate investment in the supply of hotels, restaurants and the wider industry infrastructure, driving sustainable employment and opportunity. Success can only be achieved when it is underpinned by a close teamwork across the public, private and third sector. ICC Wales Business Accelerator is the call to Team Wales, to help build the strategy and spearhead success.”

When it opens this year, ICC Wales will accommodate 5,000 delegates and includes a 4,000sqm pillar-free main hall, a 1,500-seated auditorium, 12 flexible meeting rooms, a double-height glass atrium with views of the surrounding Coldra Woods and a 2,500sqm outdoor plaza.

ICC Wales is a joint venture between the owners of the Celtic Manor Resort and Welsh Government and is managed by Celtic Manor’s expert leadership team responsible for the successful delivery of the 2014 Nato Summit and the 2010 Ryder Cup.

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Notes to editors

ICC Wales is managed by the Celtic Manor Resort's expert leadership team responsible for the successful delivery of the 2014 Nato Summit and the 2010 Ryder Cup. Opening in 2019, the ICC Wales is located within the grounds of the Celtic Manor Resort in Newport just two minutes from the M4.