



May 2018

ICC Wales bangs the drum for Wales at international event

The International Convention Centre Wales (ICC Wales) team will travel to Frankfurt this week to represent Wales on the world stage at major global meetings industry event, IMEX Frankfurt, from 15 – 17 May.

ICC Wales will share a stand at the event with Visit Wales, highlighting the convention centre's importance as a key driver of economic growth in Wales and helping to promote a joint vision for the future of business events in the country to the international market.

Ian Edwards, Chief Executive of ICC Wales commented: "We are delighted to be attending IMEX Frankfurt, helping to bring Wales to the attention of thousands of meetings and event professionals from all over the world. As the only completely new UK venue to open in 2019, we expect ICC Wales to attract lots of interest from event planners, and this is a fantastic opportunity to showcase Wales as an accessible and attractive proposition for international conferences and exhibitions."

Ian continues: "This is the first time Wales has exhibited as a country separate from Great Britain, and having hosted major events including the Ryder Cup and the NATO Summit, Wales is proving to be a key player in the events industry."

Other partners exhibiting alongside ICC Wales and Visit Wales include Vale Resort & Hensol Castle, Call of the Wild, Orchard Media & Events Group, Cardiff Airport and Cardiff.

When complete in 2019, ICC Wales is expected to bring £70 million a year into the Welsh economy. Between 250-300 jobs will have been generated in the construction of the venue and around 150 permanent jobs will be created when the venue is operational, with many more in the supply chain.

ICC Wales is an £83.7m joint venture between the owners of Celtic Manor and Welsh Government and is managed by Celtic Manor's expert leadership team. Located within the



grounds of Celtic Manor in Newport, Wales, the new-build venue will accommodate 5,000 delegates and includes a 4,000sqm, pillar-free main hall.

- Ends -

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IMEX in Frankfurt 2018

At IMEX in Frankfurt, thousands of meeting and event professionals from all over the world gather to meet and do business with almost 3,500 international destinations and venues under one roof.

The show, taking place on 15-17 May, has a wide range of international exhibitors – from major hotel groups, destinations and venues to the latest event tech providers. Meeting and event professionals can also discover the latest trends and developments in more than 180 education sessions, forge new industry connections and catch up with colleagues at the many networking events. IMEX in Frankfurt is the perfect place to learn from peers, do business and come away with a wealth of innovative, creative ideas and new contacts. -

www.imexfrankfurt.com