



## GIBTM 2008 Success



### GIBTM 2008 Statistics

Visitors	
Total attendance	1666
Hosted Buyers	230
Visitors & VIPS	1298
Media	138
Countries represented	47
Exhibitors	
Total exhibiting companies	241
Countries represented	34

\*Pre-audited figures. ABC application approved, audited figures will be available shortly

#### Visitor Profile:

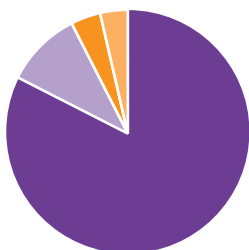
Agencies, Associations, Corporations, Professional Conference Organisers (PCOs), Industry Media, Government.

#### Country Profile:

Countries represented by visitors included: UAE, Saudi Arabia, Bahrain, Egypt, Qatar, Jordan, Kuwait, Oman, Germany, UK, amongst many others.

### GIBTM 2008 Visitor and Buyer Breakdown by Region

Middle East	81.6%
Europe	10%
Asia	3.9%
ROW	3.5%



The second GIBTM demonstrated strong growth across the board with more exhibitors and a 41% growth in attendance (pre-audited figures). The Hosted Buyer programme attracted 230 buyers and over 5000 pre-scheduled appointments were confirmed even before the exhibition opened. The Professional Education Programme exceeded expectations with 150% increase in delegates, added to this the evening networking events were deemed a great success. GIBTM was well received by buyers, visitors and exhibitors as the meetings industry forum in the Gulf region for business, networking and professional education.

#### Quotes from the Exhibitors

"Excel London got great exposure and I met some very good prospects - all in all the event delivered fantastic ROI."

Vanessa Cotton, Managing Director Conferences and Events  
ExCel London

"This has proved a very exciting show. The turnout has been good with quality buyers and we will be back again. On the Thailand pavilion we have eight companies and hope to have more participants next year".

Vinai Roachthavilit, Director  
Global Studies DMC, Thailand

"We have had a very busy agenda for each day and the quality of people coming through is very high. We are very happy with the outcome".

Adrian Rudin, General Manager,  
Shangri-La Hotel, Qaryat Al Beri, Abu Dhabi

#### Quotes from the Buyers

"It is an extremely well organised show, considering the event is only in its second year. I have met with a diverse set of people who are serious about business... "

Shakti Ghosal, General Manager Business Development  
Travel & Tourism, Oman

"I've managed to make a lot of new contacts and have had many good appointments with new DMCs. I have started bringing groups to the region and need to establish more contacts. In fact, I will be bringing more groups from Malaysia in September."

Agnes Seow, Manager, Convention & Incentive Planners Head,  
Holiday Tours and Travel, Malaysia

"I have found it very informative. I had not been to Abu Dhabi before, but can see the destination has a lot to offer. I can see it growing and feel very positive about it. From the point of view of industry education, having the MPI conference before the event was a very good idea."

Cecelia Amory, Managing Member  
Egypt & Beyond, South Africa



[www.gibtm.com](http://www.gibtm.com)

## Target a Dynamic Industry Sector

Following the second global study of the Middle East Meetings Industry undertaken by GIBTM and meetme, the results reveal that the interest for the Gulf and wider Middle East region is still growing from both buyers and suppliers.

- 74% of buyers who responded will hold events in destinations in the Gulf/Middle East/North Africa within the next 12 months.
- 59% of buyers think that the Middle East will be the prime region for their events by 2012.
- 55% of buyers say the volume of events they organise will increase in 2008 in the region.
- 87% of the supplier respondents are keen to develop new business from the Gulf/Middle East region.
- 53% of suppliers say the volume of events they organise will increase in 2008 in the region.

Read the full report at [www.gibtm.com](http://www.gibtm.com)

### The GIBTM Sales team look forward to discussing your requirements.

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Exhibiting at the Gulf Incentive, Business Travel & Meetings Exhibition (GIBTM) has the power to transform your business by creating a platform for your organisation to target the meetings and incentives industry (MICE Industry) in the Gulf region and internationally. The Hosted Buyer Programme guarantees the attendance of senior level meeting planners and incentive travel buyers with relevant business to place.

The aim of GIBTM is simple; to provide a business platform in the Gulf for international and regional venues, hotels, destinations and suppliers to meet with meeting planners, incentive travel buyers and those involved in the meetings and incentives industry.



### Bigger and better in 2009

- Increase in exhibiting space
- Increased visitor attendance from the Gulf/Middle East
- Comprehensive professional education programme
- Increased networking opportunities
- Delivering even more Hosted Buyers from the Gulf/Middle East, Asia & Europe.

**For more information and to discuss your requirements, please contact the GIBTM team:**

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New website: [www.gibtm.com](http://www.gibtm.com)