

Polish industry at IBTM World Virtual

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The global IBTM World Virtual will take place on 8-10 December, with Polish Convention Bureau of Polish Tourism Organisation hosting a stand showcasing the offer of Polish exhibitors.

Since 1988 IBTM World has been one of the leading exhibitions for the meetings industry, both as regards the number of buyers and the effectiveness of business talks. Attracting more than 4,000 professionals from all over the world involved in planning meetings and events, related decision-making and budgeting, each annual edition of the Barcelona-based event features the Polish national stand arranged by Polish Tourism Organisation (Polska Organizacja Turystyczna - POT).

Due to the COVID-19 pandemic outbreak, despite earlier announcements, this year's edition of IBTM World will assume a virtual-only form. The organisers' decision was impacted by travel restrictions that continue to be unpredictable and might make it difficult to guarantee safety and required attendance figures.

IBTM Events guarantees one-on-one online meetings between exhibitors and potential decision makers responsible for congresses or incentive travel (so-called Hosted Buyers) - representatives of associations, organisations and corporations.

In line with an earlier declaration of POT's management, intent to support the meetings industry in restoring the demand for meetings and events staged in Poland, a special offer has been prepared for exhibitors involved in this year's Polish national stand.

The list of invited stakeholders includes convention bureaux, professional congress organisers (PCOs), destination management companies (DMCs), congress centres and hotels featuring conference facilities. Exhibitors were accepted in the order in which they applied, until the limit of participants was reached.

"We are glad to have the industry, cities and regions co-create Poland's wide-ranging and diverse offer at IBTM World Virtual. By going digital, the event provided us with an opportunity to accept more participants than in the case of an onsite edition, where their number depends on the size of a stand. Some companies will make their very first appearance, while others have been coming back year after year. One thing we should keep in mind is that we are all taking part in an experiment of sorts, exhibitors and clients alike. I hope that despite the highly challenging global situation and the brand-new character of the event, our representatives will hold successful business talks that in the future will bring onsite meetings and events to Poland", said Rafał Szlachta, President of Polish Tourism Organisation.

The Polish national stand at IBTM World Virtual 2020 will be composed of 16 virtual stands showcasing the offer of:

Convention Bureau – Wrocław,

Creative Poland DMC,



**Magiczny
Kraków**

DMC Poland,
Gdańsk Convention Bureau,
ICE Kraków Congress Centre,
Jan-Pol DMC Poland,
Kraków Convention Bureau,
Lublin Convention Bureau/Lublin Conference Centre,
Mazurkas DMC Poland,
Perfect Image DMC,
PolandPops Meetings & Incentives,
Poznań Convention Bureau/Poznań Congress Center,
Trip Group,
Travel Projekt DMC,
Warsaw Convention Bureau/Furnel Travel DMC.

IBTM World not only makes it possible to establish relationships, but also to explore the latest trends of the meetings industry and enhance knowledge by taking part in streamed online educational sessions.

As is the case each year, the Think MICE magazine will act as the event's media partner. Its editorial team prepared an English-language issue dedicated to promoting Poland and the local meetings industry.

We encourage everyone to attend IBTM World Virtual and hold meetings with Polish exhibitors.