



Guangzhou International Convention Center to be introduced to China MICE market on GL events stand at CIBTM

A new world-class convention center will open in Guangzhou in March 2020. This multi-purpose 50 000 sqm facility comprising an auditorium, exhibition areas and meeting rooms, in the heart of the historic district, aims to attract international congresses and conventions and reinforce Guangzhou as a major business travel destination.

3rd largest city of China with over 13 million inhabitants and 2 200 years of history, Guangzhou is one of historical and business pillars of China. It is home to the world biggest Canton fair, 288 of the Fortune Global 500 companies, a number of clusters and research centres, port of departure of Marine Silk Road in the heart of Pearl River Delta. With the 13th busiest airport in the world, simplified entry policies, Cantonese gastronomy and over 3000 hotels, Guangzhou is an accessible and welcoming destination for national and overseas events.

GL events, a global player in event industry and Yuexiu Group, a public real estate company of China, will jointly operate the venue. The Center will be introduced to China and international MICE market (Meetings, Incentives, Conventions and Exhibitions) during **CIBTM in Beijing, September 12-13**. A special event will be organised on **GL events B05 stand on Wednesday at 12.30 pm** to meet partners and press.

CIBTM is the next milestone of marketing and branding strategy which GL events will jointly implement with the city of Guangzhou to bring world class events to this major business hub, historically involved in global trade. It's part of a long-term city's development strategy aiming to grow the positioning of Guangzhou as a leading business travel destination in Asia Pacific Region by improving industry infrastructures and implementing an attractive promotional strategy.

About GL events

GL events is a world-class provider of integrated solutions and services for events operating across the three main market segments:

- conventions, conferences, congresses
- cultural, sports, institutional, corporate and political events,
- trade shows, exhibitions and consumer fairs.

GL events manages a network of 40 event venues throughout the world: convention centres, exhibition centres, reception and multi-purpose facilities.

About Yuexiu Group

Yuexiu Group was established in Hong Kong in 1985. Having undergone 30 years of development, Yuexiu Group has gradually established its "3+X" industrial system whose core businesses are three

major modern service industries, namely real estate, finance, and transport & infrastructure. By the end of 2015, Yuexiu Group had ranked first in asset size of all state-owned enterprise groups in Guangzhou.

About CIBTM

IBTM China is trusted for connecting over 5 000 MICE professionals based in China and globally.

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