

Barcelona Convention Bureau's, Christoph Tessmar, joins the governing board of ICCA representing Europe

- **The director of the program specialised in Tourism of Barcelona will represent Europe at the International Congress and Convention Association (ICCA), a reference organization of the MICE sector**
- **The designation confirms the Consortium's prestige and reasserts the leadership of Barcelona as a brand in the MICE sector**
- **The news come just in time for the IBTM convention, the most important date for business and events tourism**

Barcelona, November 14th 2022.- Christoph Tessmar, director of the Barcelona Convention Bureau at Tourism of Barcelona, has been elected to represent Europe at the International Congress and Conventions Association, ICCA, in the context of the annual assembly celebrated this week in Krakow. The director of the Barcelona Convention Bureau at Tourism of Barcelona got the recognition of all members of the assembly to take up the position in the new governing board of the ICCA, the international reference organization in the congress and events sector (MICE).

As stated by the president of Tourism of Barcelona's executive board, **Eduard Torres**, who congratulated Tessmar and thanked the effort of the whole team of Tourism of Barcelona, "this designation reinforces the leadership and international positioning of Barcelona in professional tourism of meetings and proves the city's vitality, aside from being a prestigious acknowledgement for the Consortium, which encourages us to keep working on this direction".

Tessmar is, since 2019, in charge of the Iberian chapter of this organization, which has now renewed its governing board with the Portuguese Ms. Marta Gomes, commercial

director of Viparis (Paris Congress Palace), in front of the presidency. Barcelona Convention Bureau's director appeared very happy with the new charge because “represents an acknowledgement to the work we are doing in Barcelona to favour an industry that has shown having a great capacity of resilience and to an economic activity that grows in importance every day, that works as an economic attraction pole for the cities and that provides great benefits to society as a whole.

The International Congress and Convention Association (ICCA), founded on 1963, is the main organization in the field of international meetings specialised in searching and exchanging information about conferences and conventions in the tourism sector and it groups together the best specialists of the service industry, transport and organization of international events. With its headquarters in Amsterdam, ICCA has around a thousand supplier industries and organizations from 88 countries around the world, has an important database with customers that organise meetings and international congresses, aside from doing surveys and researching about business tourism. The estimate is that around 25000 different associating meetings are arranged regularly, and ICCA compiles information about an 80% of them.

Since its creation ICCA offers data, channels and business development opportunities and prepares the global ranking that serves as a reference internationally of the best destinations for congresses, in it we can find Barcelona on the top three. In fact, Barcelona is still the only destination that has been on the ranking TOP-5 of ICCA during 20 years, even 2021, last in which ICCA did rankings, and in which Barcelona got 4th place.

Christoph Tessmar, director of the specialised program of Tourism of Barcelona since 2015, has shown his gratitude to the members of the organization for the faith placed on him occupying this position at ICCA because of “the prestige that the projection implies for Barcelona”. Aware that there's a lot of work to do, Tessmar, highlighted that “it is an honour to be able to work with ICCA contributing to the improvement of the sector and being a part of projects that help improving the excellency of the companies linked to congresses.”

Barcelona Convention Bureau is the specialised program of Tourism of Barcelona to promote Barcelona as a congress, convention and incentives destination that works preparing candidatures and projects to gain all kind of meetings, congresses and conventions in Barcelona. One of the notable aspects of meetings tourism is its contribution to the de-seasoning and decentralisation of the touristic activity, just like the legacy that could leave in form of knowledge and skills in the different subjects addressed.

The news come on the same month that the most important fair of the sector takes place, the **IBTM**, that will start on November 29th at Fira de Barcelona, which will serve as a kind of thermometer to know the pulse and strength of Barcelona in congressional activity.

In **2022** almost 400 congresses have taken place, among which important congressional meetings such as the European Cardiology Congress (ESC Congress), or the European Respiratory Congress (ERS), two of the most important congresses on the medical sector that had taken place in Barcelona before, thus reinforcing the confidence in the destination.

For **2023** confirming this results is expected, or even improving them, because by now already 30 congresses of 1000 delegates are confirmed. This figure is very similar to that of the same time before the pandemic. In addition, Barcelona strengthens and consolidates its position in the medic-scientific sector, gathering for 2023 40% of all the congresses of this sector. Among some of the prominent events for the next few years there's the Microbiology and Infectious Illnesses congress (ECCMID) and the worldwide Conference about pulmonary cancer.

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