

PRESS RELEASE

Barcelona hosts annual AC Forum meeting, coinciding with 15 anniversary

- Organised by Barcelona Convention Bureau, the meeting brought together the main European association's congress organisers.
- Carnes: "The experts' evaluation of Barcelona points to an increase in the number of meetings in our city"



The Mayor of Barcelona, Xavier Trias, pictured with some of the AC Forum participants.

The mayor of Barcelona, **Xavier Trias**, and deputy mayor, **Sònia Recasens**, and the Healthcare delegate at City Hall, **Cristina Iniesta**, also attended the event.

Barcelona, January 30, 2015. Last January 22-24, Barcelona Convention Bureau, a Turisme de Barcelona programme, organised the Annual Meeting of the AC Forum (www.acforum.net), which brings together the main European associations that organise conferences, the majority of these in the medical sector. The event, which coincided with the 15th anniversary of the AC Forum, gathered a record 80-or-so

participants from across the continent. The objective of the yearly meeting is to share information and experiences about the destinations where they hold their events, amongst other points.

Strategic sector for the city

"The meetings sector is one of the city's strong points. It is a strategic sector for our economy and Turisme de Barcelona is working hard in this area," says Turisme de Barcelona's Managing Director, **Jordi William Carnes**.

Participants attending the meeting this year praised the professionalism of the city of Barcelona and its tourism industry, and this, according to Carnes, "points to an increase in the number of new congresses and meetings in Barcelona in the future." The city receives 600,000 meetings delegates a year.

The AC Forum was held at Fira de Barcelona Gran Via, Barcelona International Convention Center (CCIB) and Pullman Barcelona Skipper.

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