



Search

Login

**17 Nov 2015**

ibtm world to remain in barcelona

It was announced today during the opening conference for ibtm world 2015 that Reed Exhibitions has signed an extension to its partnership with Barcelona and Fira de Barcelona to remain in the city for the foreseeable future.

ibtm world (formerly EIBTM) has developed significantly since its move to Barcelona in 2004 and today attracts over 15,000 meetings professionals to the city each year with an estimated economic impact of some €60million. The operational logistics to deliver such an event have been fine-tuned over recent years through strong collaboration between key stakeholder organisations which have seen ibtm world maintain its status as the leading event for the industry.

Graeme Barnett, Senior Exhibition Director, ibtm world comments, "The commitment, collaboration and passion shown by the city and regional stakeholders to work with us to create and deliver a world-class experience in Barcelona have been, in itself, world-class. From arrival to departure, this city and all of the partners work together as 'Team Barcelona' with an incredibly positive ethos to ensure that we deliver the best and most memorable experience for our customers, both business and pleasure.

"Both Barcelona Convention Bureau and Fira de Barcelona have evolved with us since our first event here, and the venue and its onsite facilities today bear no resemblance to how it was back in 2004. Since moving here in 2004, we have seen the continued development of the city and its infrastructure including that of Fira de Barcelona, which hosts the annual Mobile World Congress. We have seen the expansion of Barcelona Airport in 2009 with the opening of the new Terminal 1, the emergence of the Port of Barcelona as the leader in the European cruise market, currently ranked 4th in the world, significant increases in hotel capacity and quality, high speed rail links to major cities across Europe, the further expansion of the city metro system which will open a new station here at Gran Via in 2016, and the continual development of unique event spaces right across the

city. That's why Barcelona is one of the great places in Europe to hold events, conferences, congresses and exhibitions, and that is why we are staying."

[Login](#)


Barcelona is continually placed among the top 5 cities in the world by ICCA in their annual city and country rankings for the meetings and events sector. Christoph Tessmar, Director, Barcelona Convention Bureau comments on the news, "The Barcelona Convention Bureau and the whole "Team Barcelona" are very excited about the extension of our partnership with Reed Travel Exhibitions (RTE) and ibtm world. As the host city of ibtm world since 2004, we have maintained a close relationship with RTE and always appreciated the strides that the organization makes for increasing business and new partnerships. ibtm world allows Barcelona to showcase its amazing facilities and provide potential clients with a view of how we can add value to their events."

The Director of External Business for the Fira de Barcelona, Pere Camprubi, added: "The renewal of the agreement to host the world's leading business tourism event in Barcelona proves the outstanding work done together over the years and endorses the ability of the city, its facilities and services provided by Fira to attract and retain top level events such as the ibtm world." In Camprubi's opinion "ibtm's decision to remain in Barcelona is good news not only for the institution but especially for Barcelona as the leading city in the field of business tourism and its international promotion."

This year ibtm world will be the host to international meeting and event planners who arrive from every corner of the world to do business and network with suppliers from every part of the industry.

industry partners



host event partners



Website Feedback