

# SALON BEDOUK MC&IT

LEADING IN MEETING CONGRESS & INCENTIVE TRAVELS

## 2007 BEDOUK MC&IT EXHIBITION

24 & 25 JANUARY 2007 - PARIS EXPO

### New dimensions, New challenges

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July 25 2006, Paris - The BEDOUK MC&IT Exhibition takes on new dimensions to meet the demands of the expanding Business Tourism sector and offer one of the leading professional event in France.

On 24 and 25 January 2007, the BEDOUK MC&IT Exhibition will take over Hall 5 of the Paris Expo Porte de Versailles, which is completely renovated and boasts an infrastructure meeting the best modern and efficient criteria.

This new location, which corresponds to the exhibition's ambitions, will give a new dimension to the global offer and ensure the development of the educational and social program: visitors and exhibitors will have the opportunity to get together through conferences, debates and various highlights that will enrich the program.

The BEDOUK MC&IT Exhibition will also illustrate its evolution through the signing of high-calibre partnerships with the main institutional bodies in the sector. These representative entities devote themselves to federate the whole sector and contribute to its development.

#### Institutional Partners

##### Maison de la France



Set up in 1987 and operating under the authority of the Minister of Tourism, Maison de la France's mission is to promote France mainly abroad. Maison de la France operates through 34 offices in 29 countries on the 5 continents, and handles more than 2,000 initiatives each year, including many actions to support the Business Tourism sector. Through partnerships, Maison de la France brings together the State, territorial bodies, professionals from the tourism sector and other main sectors of the French economy. Bedouk Meetings & Events Media is a member of the Maison de la France.



##### Paris Tourism and Congress Office

Set up through the joint initiative of the City of Paris and the Paris Chamber of Commerce and Industry, the Paris Tourism and Convention Office's mission is to provide information, tourist services and promote the City of Paris in leisure and business tourism.



##### France Congrès

France Congrès is the Association of Mayors of Congress Towns. It was set up in 1965 and brings together 50 destination cities whose representatives, elected members and professionals work together to develop Business Tourism through market research, quality development, promotion and long-term planning.



##### ANAé

The Association Nationale des Agences conseil en Evénements (ANAé) defines itself as the brand bringing together all leading agencies in the sector. Born out of the merger between the National Association of Event Agencies created in 1994, and the French Association of Business Tourism and Congress created in 1981, Anaé brings together approximately 70 agencies.

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