

EICC AND MARKETING EDINBURGH ANNOUNCE THREE NEW BUSINESS WINS



Edinburgh International Conference Centre (EICC) and Marketing Edinburgh's Convention Bureau today announce three new business wins that will bring 3,000 business tourists to Edinburgh and deliver a £6m economic impact to the city region.

The announcement comes just five months after the opening of EICC's new £30m expansion space and days after the centre welcomed its one millionth delegate from opening in 1995. The new business wins are: The Council for the Advancement and Support of Education, Europe 2014 (case.org), Aquaculture Europe 2016 (easonline.org) and the World Veterinary Poultry Association Congress (wvpa.net) 2017.

All three events were won as a result of a joint bid process in competition with leading global business tourism destinations.

Announcing the new business wins EICC's Head of Sales and Marketing, Louise Andrew said: -"Our hard working partnership with Marketing Edinburgh is succeeding in attracting international events with a winning combination of the world's most technically advanced conferencing space and a World Heritage social and cultural landscape in one city centre location".

The World Veterinary Poultry Association Congress attracted Scottish Government Conference Bid Fund support.

Marketing Edinburgh Chief Executive John Donnelly, said: "The

recent bid wins are a testament to hard work and our integrated approach with the EICC and our other partners. Bringing large-scale events and conferences like the WVPAC 2017 is crucial to the city's business tourism, not only in economic terms, but also its value in promoting the city world-wide as a top international conference destination."

EICC opened a new £30m expansion space in May 2013 that features the world's first hall-wide moving floor system, allowing setup transformations in a fraction of the time required in conventional halls.

Submitted by [John Gerrie](#)