

Brisbane Wins Two Major Gastroenterology Conferences

Brisbane and the Brisbane Convention & Exhibition Centre (BCEC) have been selected to host two of Asia Pacific's leading medical and scientific meetings.

Asia Pacific Digestive Week 2011 and the 2014 Scientific Meeting of the Asian Pacific Association for the Study of the Liver, will deliver more than 5,000 medical and scientific experts from the gastroenterology and hepatology specialities to Queensland for two pre-eminent international scientific forums.

Chief Executive Officer of the Gastroenterological Society of Australia (GESA) Elaine Siggins said Australia has very strong academic and scientific capabilities and substantial depth of research in this particular field, with Brisbane playing a leading role in liver research and transplants. "These two events will promote greater cooperation in the Asia Pacific region and will showcase Australia's extensive research capabilities in this particular field," she said.

The two medical and scientific related events will generate an expected \$11 million for Queensland's economy.

Working in close partnership with the host associations of both bids, The Brisbane Convention & Exhibition Centre Team prepared the bid proposals and presentations with strong support from Brisbane Marketing and Brisbane based PCO, The OzAccom Group.

Outstanding strengths of the successful proposals were cited as Australia's strong gastroenterological sector, a substantial financial support package together with the compelling appeal of Brisbane as a destination with direct access to some of the world's most iconic tourist attractions and the experience and reputation of the host associations, with the promise of greater collaboration between Australia and the region.

The successful bid by the Gastroenterological Society of Australia to host the annual Asia Pacific Digestive Week in 2011 in Brisbane, was presented at the 2008 conference in India against strong competition from Singapore, Thailand and Indonesia.

The four day Scientific Meeting of the Asian Pacific Association for the Study of the Liver to be held in March 2014 is the leading event for liver specialists in the Asia Pacific region and was last held in Australia in Perth in 1998. The successful hosting of this bid was announced at the 2009 Conference in Hong Kong this month and was a joint New Zealand and Australian bid between the New Zealand Society of Gastroenterology and the Gastroenterological Society of Australia.

Brisbane Convention & Exhibition Centre's international team works closely with Brisbane Marketing and other industry partners, including many of Brisbane's leading medical, research and scientific and business leaders, to secure major meetings and

events for Brisbane in a highly competitive international environment and recent successes are a clear endorsement of the way in which the city's major stakeholders work together.

Brisbane Convention & Exhibition Centre General Manager, Robert O'Keeffe said the Centre was delighted to be the host venue for two such significant scientific events. "These events will generate substantial economic benefit for Queensland and will facilitate knowledge sharing and expertise at the very highest international level. Brisbane's strong appeal as one of Australia's powerhouse cities, with a growing international profile and surrounded by world famous tourist icons, presents a powerful proposition," he said.

Brisbane Marketing's Director of Business Events, Annabel Sullivan said that these conferences reinforce Brisbane's strengths in medical and scientific research and help position Brisbane as a custom made convention city, renowned for delivering on all counts for large international events. "Brisbane Marketing is thrilled to have helped secure these important events for the city and looks forward to hosting Asian Pacific Digestive Week in 2011 and the Asia Pacific Association for the Study of the Liver in 2014," said Ms Sullivan.

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