



FOR IMMEDIATE RELEASE

9 March 2009

BESYDNEY SHOWCASES SYDNEY'S GREEN OFFERINGS

Business Events Sydney (BESydney) has cemented Sydney's standing as a key destination for business events – with green credentials – by showcasing the city's ability to host sustainable business events with a strong corporate social responsibility focus.

Held in Kuala Lumpur last week, the 2009 Team Australia Business Events Educational (TABEE) – which is the largest trade event for the business events sector in Asia – provided BESydney with an ideal platform to position Sydney as an attractive and sustainable business events destination.

To celebrate the conclusion of TABEE, Australian High Commissioner to Singapore, Mr Doug Chester attended a dinner in Singapore to reinforce the reputation of Sydney as one of the world's most attractive business event destinations for the Asian business events sector. Guests from leading medical and engineering bodies enjoyed specially sourced fresh Australian produce.

"Through consistent and proactive efforts, BESydney has been connecting people around the world through business events and meetings for nearly forty years. I congratulate BESydney on its success as it continues to promote Sydney as a leading business events destination with an abundance of green initiatives," Mr Chester said.

In keeping with TABEE's 2009 theme '*Meet where environment and community matter*', BESydney featured a number of its member partners who have front-footed their environmental initiatives. In particular, Bridgeclimb has initiated a program to achieve carbon neutrality while Pedapod tours have been designed to give visitors a unique feel for the culture of Sydney with a low environmental impact.

TABEE was held from March 2-4 in Kuala Lumpur, Malaysia for the first time. Sydney's presence at the 11th TABEE was bigger than any other major Australian city and demonstrated BESydney's commitment to further building Sydney's strong position as a business events destination, with green credentials.

- ENDS -

Business Events Sydney

BESydney, formerly known as the Sydney Convention and Visitors Bureau, is a joint venture between the NSW Government and the tourism industry. BESydney is a highly proactive organisation that has been successful in globally connecting people through business meetings and events for nearly 40 years.

For more information or interviews, please contact

Teneille Rennick
Burson-Marsteller
P: 02 9928 1517
E: teneille.rennick@bm.com

Hayley Dowling
Burson-Marsteller
P: 02 9928 1521
E: hayley.dowling@bm.com