



## PRESS RELEASE - 28 MAY 2009

### Maxillofacial Conference marks major milestone for Melbourne

Melbourne has won the right to host the The International Conference on Oral and Maxillofacial Surgery 2015, which is expected to attract more than 1,200 delegates to Victoria, injecting more than \$6m into the State economy.

Announcing the win, CEO of the Melbourne Convention + Visitors Bureau, Ms Sandra Chipchase, said that the conference marked a significant milestone for MCVB, Melbourne, and the new Melbourne Convention Centre.

'As well as furthering Melbourne's reputation as an international hub for medical Business Events, the right to host the International Conference on Oral and Maxillofacial Surgery 2015 marks 50 Business Events secured by MCVB for the new Melbourne Convention Centre.

'From Science Fiction to nursing, from HR to diabetes, MCVB has attracted conventions and events to the new Convention Centre from around the world, with wins to date expected to attract more than 100,000 delegates to Melbourne.

"MCVB's exceptional bidding strategies continue to see Melbourne win significant international Business Events, despite strong competition globally, and a tough economic climate.

"Our key selling points when positioning Melbourne internationally include promoting the city's superior conference facilities, world-class hotels, fine wine and dining and stylish, yet laid back lifestyle – all points that set Melbourne apart, and which rate highly with delegates visiting our great city.

"We are delighted that Victoria's reputation and knowledge in the area of oral and maxillofacial surgery will be recognised internationally by holding this conference in Melbourne, and that an event within the key area of medicine and research, for which Melbourne has a reputation globally, marks MCVB's 50<sup>th</sup> event secured for the new Melbourne Convention Centre."

Melbourne Convention and Exhibition Centre (MCEC) Chief Executive, Mr Leigh Harry, said:

"The MCEC is delighted to be hosting the International Conference on Oral and Maxillofacial Surgery at the new Melbourne Convention Centre, especially as this marks the 50<sup>th</sup> Business Event secured for the Centre. We look forward to welcoming these delegates and visitors to the centre and the city."

MCVB worked with The Australian and New Zealand Association of Oral and Maxillofacial Surgeons to secure the conference.

Dr George Dimitroulis, an Oral and Maxillofacial Surgeon who helped secure the win, said:

"We are honoured to host our professional colleagues from around the world in Melbourne.

"An event of this status will provide invaluable international exposure for Melbourne among the Oral and Maxillofacial Surgery community. It will also provide Oral and Maxillofacial specialists with access to some of the most advanced research and expertise world-wide, and will ultimately lead to improvements in surgical practise and patient care."

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