



FOR IMMEDIATE RELEASE

9 June 2009

SYDNEY ANNOUNCED AS HOST CITY OF 9TH WORLD HEALTH ECONOMICS CONGRESS

Business Events Sydney (BESydney), the organisation responsible for promoting Sydney as a business events destination, identifying new opportunities and bringing these events to Sydney, announces today Sydney has won the right to host a major international health congress in 2013.

The 9th World Congress on Health Economics is expected to attract 2,000 delegates from around the world and will bring an estimated value of over \$6.9 million to the local economy. Importantly for Australia, the conference will bring leading economists, policy makers and commentators to Sydney to see the range and expertise of health economics research in Australia.

The win further strengthens Sydney's position as the leading business events destination in Australia.

The bid to host the event was led by Professor Jane Hall of the University of Technology Sydney, Head of Centre for Health Economics Research and Evaluation.

"The International Health Economics Association (IHEA) is committed to promoting health economic research, the exchange of current issues in health economic development and providing a venue for the sharing of peer experiences and achievements," said Professor Hall.

"While selected for its business event expertise and well-established operations, Sydney was also recognised for its leadership in the application of health economics in policy, such as in the Australian Pharmaceutical Benefits Scheme. This will be the first time the conference has been held in the southern hemisphere, and only the second conference to be held outside of Europe and North America. "

The congress has grown significantly over the last 10 years and continues to be the most authoritative worldwide academic conference series on health economics.

Mr Jon Hutchison AM, Chief Executive Officer of BESydney said this an exciting win for Sydney and the health economics industry.

"This event will not only bring significant revenue to Sydney but it will also provide a number of opportunities for new jobs across several sectors and an increased focus on Australian research."

The event will arrive in Sydney in July 2013.

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Business Events Sydney

BESydney, formerly known as the Sydney Convention and Visitors Bureau, is a partnership between the NSW Government and the tourism industry. BESydney is a highly proactive organisation that has been successful in globally connecting Sydney through conventions, conferences, congresses, incentives and business meetings for 40 years.

For more information or interviews, please contact

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