



World Exhibitions Club

one club  
for travel, tourism & m.i.c.e.

a *new era* in exhibitions club ... if you can belong, you should

[www.wecexhibitions.com](http://www.wecexhibitions.com)



for immediate release

DATE: London, 24th June 2008

**Title: MICE in Asia joins World Exhibitions Club (WEC).**

Dear Colleagues,

The quarterly magazine, '**MICE in Asia**', is the latest publication to join the growing **World Exhibitions Club (WEC)**.

The specialised magazine targets convention and meeting venues, hoteliers, resorts, incentive travel agents, tour operators, event managers, meeting planners, conference and exhibitions organisers and MICE professionals. It is distributed to major cities in Asia, Australasia, Europe, the Middle East, South Africa, South America, and the USA.

Each edition covers news and trends, destination features, personnel movements, events, conferences and tip on managing events in Asia.

As the newest **Media Associate** of **WEC**, '**MICE in Asia**' hopes to expand its readership across the world and build on its status as a leading publication in the Asia region and globally for the industry.

**WEC** Membership Director, Caroline Laspas said 'We are delighted to welcome **MICE in Asia**' to **World Exhibitions Club**. Media Associates are a key part to the success of the club, as well as **WEC** greatly assisting in the development of the publications readership and circulation through the many networking opportunities available through the club'. She continued '**WEC** were attracted by the stylish and easy to read format of the publication, as well as the in-depth content of the magazine. As a global club, simplicity is vital for everyone to understand the message you want to export and '**MICE in Asia**' is one such publication that succeeds in doing this.

For more information on **WEC** and/or '**MICE in Asia**' please visit: [www.wecexhibitions.com](http://www.wecexhibitions.com)

**Attached: The Press Release in PDF Format and MICE in Asia Logo.**

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**Notes:**

Established in 2006, **World Exhibitions Club (WEC)** was founded by a dedicated team in the field of travel, tourism and exhibitions, with over 12 years of hands-on experience organising and selling some of the most famous international exhibitions in the travel, tourism and mice industry.

Combined with a solid background and training in marketing and promotion, led the team to recognise a need in the market for selective international travel and tourism and mice events to be presented on an independent global platform, hence the creation of **World Exhibitions Club**.

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**Who can become part of WEC? There are 3 membership divisions:**

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**-Members:**

All travel, tourism and m.i.c.e exhibitions and organisers.

**-Partners:**

All companies of the Tourism industry;, Tour Operators, Travel Agents, Convention Centres, DMC Companies, Destination Management Companies, Airlines, Hotels, Tourism Boards (National and Regional) Exhibition Designers among others.

**-Media Associates:**

All Magazines, Journals, Portals in relation to tourism (leisure and business travel), m.i.c.e and exhibitions.

**WEC Exhibition Members:**

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**EMITT** (East Mediterranean International Travel & Tourism), Istanbul, Turkey.

**Travel Turkey Izmir**, Izmir, Turkey.

**AWTTE** (Arab World Travel and Tourism Exchange), Beirut, Lebanon.

**WEC Partners:**

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**Prinsotel & Travel**, St. Agnello, Italy, EU.

**BML International**, UK, EU.

**WEC Media Associates:**

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**MICE in Asia**, Malaysia.

**Tourism around the World** monthly, UK, EU.