7th FIEXPO
Latin-American Politicians Forum for the Meetings Industry

November 25, 2020

ANALYSIS AND PROJECTIONS
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FIEXPO Latin America Politicians Forum of the Meetings Industry

Introduction

Distinguished tourism Ministers, Vice-ministers, Secretaries and Sub-secretaries, executive directors of promotion tourism entities from Latin America, we want to express our gratitude for your participation in this first time virtual FIEXPO politicians Forum of the meetings industry in its 7th edition hosted on past November 25th, it was not easy this time to took this decision, too many uncertainty months and doubts, working and exchanging ideas with colleagues and professionals from all over the Latin region looking for a chance to meet each other when it was impossible to join all of you face to face as usual.

The politicians Forum has become a strategic place to keep our countries professionally connected sharing policies and strategies to guarantee that the all work done and developed for our regional meetings industry in the last 20 years couldn’t be loose. We have walked the last 10 years together as never before, getting important goals and extraordinary success for our destinations as consequence of the strong cooperation and knowledge exchange among our countries guided by your leadership and commitment.

We were aware that we couldn’t lost the strategic connection between the private and public sector and our clients, creating the right and needed discussion space for them to exchange ideas and innovative tools to help the re-start of our meeting industry to assure the recovery of our destinations economies and jobs positions. With that in mind, FIEXPO took the lead and the responsibility again of that challenge in the same way that we did 14 years ago when we have started FIEXPO trade show, convinced that Latin America needed its own place to generate business and strategic improvements to enhance the regional meetings industry, a place to discuss and analyze trends, needs, strengths and weaknesses connecting the public and private sector building a strong alliance. Today we are proud and convinced that we can took the leadership forward with our region to find the right path to face together the fast changes and challenges of our global market.
The FIEXPO Politicians Forum on its 7th edition was an incredible opportunity to exchange policies and ideas of how to implement strategic actions for the recovery of the Latin American destinations, it was very clear that the Forum established a strong commitment between the public and private sector as never before, in the last 6 years the Forum has created connection of high value between both sectors that have enhanced the growth of the region and not least a deep understanding of how to work together unifying efforts to achieve strategic goals, the Forum gave the chance to our sector to express their ideas and needs as an industry bringing great changes and improvements of high impact in most of the Latin destinations. this time we had the honor and great opportunity to join two brilliant Keynote speakers that have symbolize the Forum spirit since it has been created, the General secretary of ALADI (The Latin-American Integration Association) Dr. Sergio Abreu representing the Region from a governmental entity that since it was founded has been working with the aim of the Latin countries’ integration in different strategic areas of our economies, Dr. Abreu made a call to joint efforts, wills and integrated actions looking for the needed recovery of our destinations working together national and city governments. James Rees president of ICCA (international congress and convention association) one of the most influential global entities in the meeting industry representing the private sector spoke about the importance of the meetings industry in the recovery of the global economies.

Both keynote speakers shared their vision and future perspective of the regional and global market and then all the distinguished tourism ministers and vice-ministers plus the directors of the most important meeting industry associations like SITE, UFI, IAPCO, ICCA, JMIC and MPI and presidents of professional associations and academic institutions representing our clients have started an intense debate sharing their points of view and possible strategic actions that could be done together in the near future. It was a unique opportunity for ideas exchange that despitess it was virtual have a great significance and added value for all the direct participants in the forum and all that followed it by internet from all the countries in and out the region. The Forum allowed the start of joint cooperation alliances and understanding looking for a better future with the recovery of our meetings and events business. It was a strong message saying! WE ARE LATIN AMERICA! And we are more unity than ever.

The present document that you are receiving has been compiled and designed by FIEXPO LATIN AMERICA team in collaboration with our worldwide strategic partner ICCA and the support of JMIC author of the Global Meetings Manifesto. We have joined relevant information provided by the Forum debate, the content of our keynote speakers speeches plus value information to take actual and future strategic decisions in the destinations that you are representing. The information provided in this Forum document also comprises the most relevant content from the global meetings industry JMICs manifesto originally published on past July 2020 and updated on December the same year which summarized the main arguments and reasons that demonstrate the importance of the meetings industry becoming a strategic and key sector for the recovery of our Latin and international destinations. At the same time the document includes the updated ICCA study and survey about the 2020 meetings industry performance, behavior and trends in Latin America with statistics and value data with strategic projections for the next years to come that was elaborated with information coming from 725 professional associations that organize at least two meeting and events a year in our region.

We hope this document will become so useful for you as a tool for driving the recovery of our destinations bringing the needed benefits for our communities.

Arnaldo Nardone
Director
FIEXPO LATIN AMERICA
Participants

**Ricardo Sosa**
Executive Secretary
INPROTUR
Argentina

**Matías Lammens**
Minister
Ministerio de Turismo y Deportes de la Nación
Argentina

**Gilson Machado**
President
EMBRAFUTUR
Brasil

**Andrea Wolletter**
National Director
SIRVIATUR
Chile

**Gilberto Salcedo**
Tourism Vice-president
PROCOLOMBIA
Colombia

**Gustavo Segura Sancho**
Minister
Instituto Costarricense de Turismo
Costa Rica

**Mynor Arturo Cordón**
General Director
Instituto Guatemalteco de Turismo
Guatemala

**Mauricio Aarón Reyna Guerrero**
General Director of Tourism
InnUrdin Administration
Secretaría de Turismo
Mexico

**Denise Guillén**
Vice Minister
Autoridad de Turismo de Panamá
Panama

**Remo Monzeglio**
Sodresecretary of Tourism
Ministerio de Turismo
Uruguay

**Sergio Abreu Bonilla**
General Secretary
Asociación Latinoamericana de Integración (ALADI)
Uruguay

**James Rees**
President
International Congress and Convention Association (ICCA)
United Kingdom

**Arnaldo Nardone**
Director
FIEXPO Exhibitions Group
Uruguay

**Martin Boyle**
CEO
The International Association of Professional Congress Organisers (IAPCO)
United Kingdom

**Jennifer Glynn**
President
Society for Incentive Travel Excellence
SITE Global
Canada

**Rod Cameron**
Executive Director
Joint Meetings Industry Council (JMIC)
Canada

**Mary Larkin**
President
The Global Association of the Exhibition Industry (UFI)
United States

**Sergio Vargas**
President
MPI
Colombia

**Alejandro Ferreiro**
President
Asociación Latinoamericana de Nefrología e Hipertensión
Uruguay

**José Ibarguen**
General Secretary
Organización Panamericana de Gastroenterología
Uruguay
Forum Awards

PREMIO FORUM 2020

Matías Lammens
Minister
Ministerio de Turismo
y Deportes de la Nación
Argentina

MENCION ESPECIAL FORUM 2020

Remo Monzeglio
Subsecretary of Tourism
Ministerio de Turismo
Uruguay

Ricardo Sosa
Executive Secretary
INPROTUR
Argentina
The JMIC- The Joint Meetings Industry Council is a global entity that represents and joins 18 meeting industry associations with common interests. JMIC has provided a forum for information exchange, strategy development and the recognition of excellence amongst industry groups for well over 50 years and is currently focusing on documenting and communicating the diverse values of the industry to broader community and governmental audiences in order to generate greater appreciation for its diverse roles in supporting global economic, academic, professional and social development.

On past July 2020 and updated on December the same year, JMIC has published an important document called The Global JMIC MANIFESTO that is an Industry Rationale for the Use of Business Events as Primary Agents for Post-Pandemic Economic Recovery and Renewal, tasked with the need to re-start economies devastated by the impacts of the COVID-19 pandemic, governments right now need tools and platforms that can advance a broad-based recovery in the most effective ways, the use of this Manifesto could be a solid tool for all of us to understand more the industry and the role that it plays in our economies a how we have to use the arguments presented to accelerate the recovery.

This sector is therefore a critical element in delivering recovery as well as transition and renewal that can be immediately utilized by our governments responding to these requirements. This document articulates and promotes a set of consistent, high-level arguments. They make the case that our industry should be utilized as a strategic tool for recovery, transition, and renewal.

The contents of the manifesto are consistent with the arguments that the meetings industry have been putting forward for many years about the critical role of business events in economic and societal advancement. It shows that what we are proposing is working – from implementations around the world – and that applied to the challenges, governments are facing with the COVID-19 challenge and the economic fallout, they will work as well.

The Manifesto is not a stand-alone proposition. Re-opening of the industry for any purpose can only be achieved if accompanied by solid evidence that this can
be done safely and with full respect for the health protocols now in place around the world. This is not only critical for concerned communities but as assurance to government decision-makers that this aspect is well in hand. In this regard, arguments should be accompanied by clear demonstrations of the measures that have been taken and reference made to industry references and resources that demonstrate an ability to comply with new standards and expectations for health and safety.

We know that the decisions to utilize business events as a vehicle for economic stimulation and diversification and to re-activate events under appropriate health measures will always be local. But local authorities benefit from experiences in other parts of the world. The primary purpose of this manifesto is thus to act as a resource that industry members can use to inform and align their own local initiatives. By adapting general principles to the specific needs of individual countries and destinations, the result will be destination-specific strategies that activate the power of business events for economic stimulation for the most urgent priorities and policies of local and regional governments.

The Manifesto shows clearly that Business Events can be use as Strategic Tools for Driving Post-Pandemic Recovery and Renewal, the meetings industry, which comprises a range of efficiently interconnected organizers, service providers, suppliers and facilities engaged in the development and delivery of meetings, conferences, exhibitions and related activities (collectively referred to as business events) can and should be utilized as a highly efficient and cost-effective vehicle for driving economic recovery and renewal by providing an essential platform for the economic, academic, professional and business interactions required to re-ignite these sectors.

The Manifesto has 15 clear arguments that we are attaching that support with facts how we can stimulate and reactivate the economies and generate jobs that we need more than ever. The Manifesto was not only developed by meeting industry professionals, it had the support of external leaders and authorities that gave so important comments and value content and ideas of how we have to distribute the document in each region organizing a strategic communication plan and how to share with the countries and cities at local level to maximize the knowledge and scope of the Manifesto. In this communication plan were included the most important trade shows and Forums like FIEXPO POLITICIANS FORUM where the message was directly delivered to the governmental authorities, decision makers and influencers. The 15 solid arguments that we are attaching in this present document have been professionally support with surveys and global academic studies developed by experts coming from diverse areas that give a strong guaranteed to all the content that has been included in the Manifesto.

As a final reflection we truly believe that collaboration, cooperation and commitment between the public and private sector will be the key of success to achieve the economic recovery and reopening of our destinations, it will be a long and challenging times but we have to start now, working together, looking for a strong teamwork, settings priorities and be consistent in the actions and steps to follow as it was discussed during our 7th FIEXPO POLITICIANS FORUM as united region.
15 Ways Business Events Create Strategic Advantage in Economic Recovery and Renewal

1 | Innovation & Reinvention
Business events drive commerce, innovation, re-invention, knowledge transfer and transition—all critical requirements for recovery. The entire purpose of these events is to coalesce progress in every sector they support through communications, information sharing and collective engagement. This naturally facilitates the kind of innovation and re-invention that is always a driver in economic and professional advancement but will be particularly critical in adapting to the demands and expectations that will result from the “new” economies and economic priorities arising in the post-pandemic period.

2 | Multi-sector Impacts
Business events simultaneously advance a wide range of different sectors. Business events are an efficient means of supporting the recovery and advancement of a wide range of economic, professional, academic and business sectors. As a result, they can drive activation, renewal and re-engagement across the many different sectors that will need to be stimulated in order to deliver a broad-based recovery rather than simply addressing a limited range of those sectors individually. They enable action by others rather than being limited to what they can achieve on their own.

3 | Relationships & Trust
Business events restore relationships and build trust. Business events efficiently utilize the collective power of group dynamics and thinking to achieve a high level of integration. This is directly relevant to the need to repair the many “disconnects” that will have resulted from measures taken to isolate and distance during the pandemic. They are also about creating and maintaining the productive networks which will be critically important in the face of the kinds of global tensions (border closures, transportation shutdowns, isolation measures) that have come about in the course of the pandemic and will persist beyond the time when such initial restrictions are removed.

4 | Diversification & Self-sufficiency
They facilitate economic diversification and self-sufficiency. With the COVID-19 experience having disrupted supply chains and enhanced the evident value of economic self-sufficiency, many communities have realized the strength and resiliency to be had in a more self-contained and diversified local economy. Business events facilitate this process by supporting the kinds of exchanges that lead to new relationships, investments and non-traditional business activities that can be used to drive diversification in the local and regional economy, up to and including the creation of new events that engage key interests in a collective approach to selected sectors.
5 | Transition & Renewal
They are the key to economic and societal transition and to repositioning the "new" economies of the future: Evolving social and economic conditions arising from the pandemic-induced recession means that the new economy will likely be quite different, embodying elements of the experience and knowledge economies that are replacing older models. Business events that accompany recovery will serve as necessary agents of change and transformation to ensure a more progressive form of economic activity and a more stable and therefore resilient economy for the future, which is a new goal for governments everywhere.

6 | Talent & Investment
They attract the talent and investment needed for economic diversification and can be focused on priority areas for government policy. Business events, particularly international events, are magnets for individuals and investment resources that drive key development and professional sectors. As a result, they are important strategic tools that can be used by a region or destination to selectively stimulate top economic and social development priorities. Criteria for pursuing specific business events can be readily adjusted to focus on areas of specific interest for economic, social and educational development that address government policy priorities for key sector development.

7 | Path to Sustainable Development
They lead the "renewed" economy toward sustainability: A new priority for most governments is a focus on sustainable development, due to a variety of new agendas (environmental, educational, social equity) that again require productive interactions to succeed. The key elements of sustainability have been embodied in the UN Sustainable Development Goals (UNSDG), which are turn directly addressed by industry events as demonstrated in recent studies that show meetings, conventions and exhibitions in fact address the widest possible spectrum of UNSDG’s.

8 | Controlled Environment
They take place in a highly controlled environment with strong health and safety measures in place and detailed contact tracing information available: Because of the highly structured nature of business events and facilities they represent a much more secure form of gathering relative to other forms of public assembly. In most cases, participants are pre-registered and organizers have many options for communicating with them in advance of, during and after an event. In addition, facility policies are generally such that rigorous standards are in place to ensure far better compliance with accepted protocols than would be possible in a general public setting or other gatherings such as concerts or sporting events.
9 | Community Legacies

They leave valuable, relevant legacies in the host community.

Major business and professional events generate key legacies for the host community in terms of destination profile, transferred skills and knowledge, new networks, and image enhancement. These legacies can be shaped to address priority community needs through collaboration and creating shared objectives with the organizer, which at the same time is a way for a destination to compete more effectively for new business and re-shape how influential attendees regard that destination in a global context.

10 | Uses Existing Investments

They often have funding mechanisms already in place.

The nature of business events is that they are largely user-pay, which means that they offer huge leverage for any investment. As a result, they are not as capital-intensive as other sectors seeking support but still facilitate the desired outcomes. They also efficiently utilize existing government investments such as event facilities, transportation systems, and infrastructure already in place such that business incentives can be quickly generated without the need to establish entirely new programs.

11 | Digitization

They are already responding to the growing movement toward digitization and can deliver content and results in person, via the virtual world or both.

As the world struggles with the disruptions associated with the pandemic, digitization offers a new mode of operation in which events today “have a companion virtual component” that can further leverage global exposure, and that have become increasingly sophisticated. This means that the potential impacts of an event can be extended to a global audience, with correspondingly greater image and legacy benefits for the host community.

12 | Laboratories for Public Policy

They can be used as “laboratories” for government policies by shifting the risk for testing new re-opening and business development strategies.

Many aspects of the re-opening equation carry significant risks, including the possibility of a return to lockdown and the need to experiment with alternate economic recovery strategies. In these respects, business events can be valuable tools for testing new approaches in a safe, well-controlled environment before they are more generally deployed, effectively testing both the direction to a “new normal” and the appetite for alternative business and social strategies.
13 | **Support for the Visitor Economy**

They support the visitor economy and create a specific, timely rationale and incentive for travel:

The road to travel recovery will likely be a long one – and many “optional” travel activities will thus likely lag far behind the restoration of capacity. However, business events offer a time-sensitive imperative that help overcome reluctance to travel and thus stimulate destination travel in a time when it is needed most to enhance travel and hospitality revenues. They also offer opportunities for second or third tier destinations to build their profile at a time when many travelers are looking for new options.

14 | **Image & Reputation**

Signature business events can make (or restore) a reputation as a business centre:

Prominent business events generate prestige and prestige for the host destination in a globally-visible way. As the changed world that will emerge from the COVID-19 experience established destinations will need to consolidate their leadership position under new conditions. At the same time, there will be new opportunities for other destinations to raise their profile as attractive business destinations if they can offer alternate attributes such as environmental quality and safety which will be increasingly in demand in a post-pandemic world.

15 | **Measureable ROI**

Their outputs are measureable – so ROI can be clearly demonstrated.

While the value proposition for business events includes both the economic impacts of delegate spending (tourism benefits to economic and professional development outcomes they generate, reliable measures including sophisticated economic impact models, are already in place for both. Delegates and other event participants are not “incidental” visitors – so their travel purposes and spending patterns can be measured accurately, and the returns can be measured and reported with greater precision.

Plus, the 15 arguments JMIC added in the Manifesto 5 policy direct implications and sector strengths that help understand that professional and business meetings are different than mass gathering and public events, business events take place in a high controlled environment with strong health and safety measures in place and detailed contact tracing information available with unique operational logistics. The business and professional meetings are related to the economy, scientific, academic and professional areas that are all aligned with the countries and destinations strategic policy priorities. Actually, there is a existing meetings infrastructure built in our destinations that needs to be use to improve our competitiveness and be able to generate incentives for all the sector suppliers that has been suffering the most shocking negative financial impact of the last century. Meetings and events need to be included as a key element for the recovery and renewal of our economies by our destinations.

Five important policy implications

Five important policy implications to be applied in a practical way, the arguments above can and need to be embedded in government policies and structure. A starting point for this process is an acknowledgment that:
1 | CONTROLLED GATHERINGS
Business events are not public gatherings but highly controlled assemblies and should be classified and distinguished as distinct from generic mass gatherings for the purposes of re-opening policies.

2 | ECONOMIC VS TOURISM POLICY
Business events are economic, scientific and professional in nature and only incidentally tourism-related (in that they support the hospitality economy). They should therefore be seen in the context of trade, economic development, social and investment policies rather than tourism policy.

3 | ALIGNMENT WITH POLICY PRIORITIES
There should be an effort to align business events and overall government policy priorities so that events with the greatest potential to support / advance those priorities (health, education, innovation, major events) can be targeted and more effectively utilized for this purpose.

4 | AVAILABLE FUNDING AND INFRASTRUCTURE
Existing investments in infrastructure and institutions should be reviewed for their potential to enhance competitiveness in the business events market. Financial support and increased competitiveness can often be delivered by offering relief to event organizers for the use of existing government-owned facilities rather than creating new incentive programs.

5 | AN INTEGRAL PART OF A ‘VISION’ FOR THE FUTURE
With governments today being called upon to articulate and demonstrate a vision for both health and safety management and economic recovery, business events can be incorporated into such strategies as strategic tools to achieve the stated goals.
We truly believe that this JMIC Manifesto briefing has to be used by our governments and the private sector as a source of value information to implement together coordinated actions to use our meetings sector as a strategic tool to reactivate our Latin American destinations economies, the arguments included in this document have been discussed during our FIEXPO POLITICIANS FORUM debate by our distinguished invited politicians representing the interests of their own countries and global leading meetings professionals with great success.
Official Debate 7th Fiexpo Meetings and Events Politician’s Forum

The 7th Politicians Forum 2020 for the first time was virtual organized and with a reduced number of participants on site, the event has chosen the Technological Laboratory of Uruguay (LATU) as the official venue in the city of Montevideo, Uruguay. The Forum has started with a video that has showed the complex and difficult situation that is facing Latin America and the world with all the meeting activities stopped during the actual pandemic and a strong uncertainty about our business and its future, at the end of the video has appeared a message saying: What are we doing to reactivate our industry and how we can work together to achieve it?

The Director of FIEXPO, Arnaldo Nardone has welcome all the distinguish invited participants of the 7th Politicians Forum that have joined the most important tourism governmental representatives from Latin America, Presidents and CEOs of the most important global meetings Associations and for the first-time clients from Latin American professional entities. Starting the Forum, Mr. Nardone made reference and remember the recent passing away of Sergio Baritussio who was former past Fiexpo Director and founder of this company and the forum together with Arnaldo Nardone.

Following with the protocol the presenter has welcome the first Keynote speaker Dr. Sergio Abreu, ALADI general secretary who congratulated the organizers for this forum and the importance that it will play in so complicated times that we are living. Dr. Abreu remarked the important role that the tourism services represent in the countries economies impacting other sectors like the industry and commerce generating jobs and stability. He highlights the role of ALADI looking for the regional integration and the relations between the public and private sectors thought innovation, ideas and development of public policies to facilitate and help the private companies to better developed their business activities with new ideas focus in tourism. Dr. Abreu remarked again the importance of this kind of forums as a perfect environment to develop creativity, generate new proposals and take the attention of the 30 Latin governments of how they could improve the public policies to enhance the sector development creating new jobs and social opportunities. Dr. Abreu said that the people that is responsible of the public policies must be humbled and professional to listen, understood and at the same time able to share ideas and proposals specially for activities like tourism who is one of the most affected by the pandemic. At the end of his speech, he defined the private sector as the one that has the real power and capacity to bring innovation and creativity.

Mr. Nardone FIEXPO Director thanks Dr. Abreu and immediately opened the official debate with the Question: What will do require to re start the meetings business in our region and which will be the steps and strategic phases to implement to get the full recovery?

The Argentinian Tourism Minister, Matias Lammens has informed that his government has implemented a medium- and long-term plan for the meetings industry that was not affected by the government change or other political factors, a strategy that could be instrumented in all the Latin countries. Minister Lammens is completely aware that the key of success in this sector is working as strong destination team unifying efforts between the public and private sector and he believes that this will be a great opportunity to do that beyond borders with all the Latin countries.

The Minister of Tourism from Costa Rica, Gustavo Segura Sancho, said that the meetings industry in his country is a big business opportunity and for that reason they have been working developing strict safe prevention protocols to reopen the industry. They have decided also to implement new requirements for visitor and tourist to the country, those were: a health care insurance able to cover lockdown and hospital in case of covid19 and a special digital health form that all the visitors have to fill before entering the country.

Continuing with the Forum the audience listen to the recorded message sent by Rod Cameron from Vancouver, Rod is the Executive Director of JMIC (Joint Meetings Industry Council) who was in charge coordinating the meetings industry manifesto document published on July 2020 talking about the importance of the sector and with the main goal of persuade all the global governments to reactivate the industry as a key tool to recover the economies worldwide. He was so clear explaining that is important to work on advocacy with the main duty of create awareness that meetings and events are organized in controlled safe and healthy environments with strict protocols of physical distancing.
Mr. Gilson Machado, President of EMBRATUR (BRAZILIAN TOURISM PROMO-
TION INSTITUTE) suggested that the region needs to work on a single and unique
protocol able to be used in all the countries as a tool to promote tourism in America
Latina. Machado also has comment that the main requirement to visit Brazil is
presenting a health insurance covering the total stay in the country.

The General Director of Guatemala Tourism Institute, Mynor Arturo Cordón,
said that his country has implemented three good practice protocols for hotels,
transport, restaurants, archeological and natural reserve areas and all the tour-
ism suppliers’ chain, today Guatemala has two biosecurity stamps, one that has
developed the Guatemala tourism institute and the SAFE travel de WTTC.

It was the time during the forum to hear the opinion of our clients, those who are
the owners of the meetings that are regularly organized in the region, for many of
us the big question was if our clients want and need to organize meetings again,
so Alejandro Ferreiro President of the Latin-American Society of Nephrology
and Hypertension have explained that the meetings, congresses and events ge-
generate multiple benefits for the academic and scientific community but also for
the meeting hosting city and country because it’s the only way to connect face to
face doctors, the local community that is hosting the event, Scientists and aca-
demics coming from different global destinations have the chance to meet face
to face and interact amongst them , exchanging and creating knowledge, exper-
tise, new treatments, generating strong collaboration and cooperation that help
the destination to develop new scientific practices and move on with a new per-
spectives for the future, the connections created during the meetings and events
are impossible to replace with digital events and for that reason we are looking
how we can organize our events again soon.

The second round of the FIEXPO politician’s forum has started with James Rees,
President of ICCA (International Congress and Convention Association) and
Executive Director of Excel London as the second invited keynote speaker from
United Kingdom, he has congratulated FIEXPO for organizing the Forum empha-
sizing that this kind of events give an extraordinary chance to join ideas and crea-
te global collaboration in so difficult times. He made reference to the importance
of Convention and exhibition centers as quite important destination assets that
could really help for the destination recovery in the near future. He has shared
his personal professional experience managing Excel London, company that has
generated without any cost for the United Kingdom and London government an
amount of 4,5 million of sterling pounds in economic benefits and created 400

Andrano Nardone makes reference to the meetings and events JMIC GLOBAL
MANIFESTO published on Julio 2020, he said that this document has 15 impor-
tant arguments that support with facts how we can stimulate and reactivate the
economies and generate jobs that we need more than ever, it is a clear message
for the governmental authorities to demonstrate the real value of the industry
and how they can use it as a strategic tool to re-start and reactivate the desti-
nation economies, however we will want to know the opinion of our politicians,
from those arguments that are in the Manifesto which ones do you consider
are the most important to achieve when reactivating the business? And what
incentive actions will you implement to achieve them?

Andrea Wolleter, Director of the National Tourism Secretary of Chile, remarks
that Chile has six different protocols for the tourism industry and twelve recom-
 mendation guides all of them also apply for the meeting and events industry,
also the country counts with destination commitment certificates, those certify and show that the Chilean tourism destinations are sanitary and safety prepare. Andrea Wolleter also said that they have fluent conversations and exchange of ideas with the meetings industry actors helped by ICCA who gives a strong support in all matters.

Denise Guillén, General Administrator of Panama’s Tourism Authority said that his government is convinced and recognizes that the meetings industry is a key element that contributes for the economic recovery and for that reason they have been working and collaborating with the private sector looking for incentives and strategic actions to re-start this business sector. As an example, the government made a huge investment with the construction of the Panama Convention Center, a modern and state of the art venue with upscale technology that will be one of the best in the region.

Martin Boyle, IAPCO CEO (The International Association of Professional Congress Organizers) explained that the 133 companies’ members of IAPCO have organized in 2019, 21,000 events generating an income of 12.8 billion of euros in the destinations that hosted them. He believes that is crucial that governments understood that the meetings industry is absolutely different than massive events, meetings are organized in safe and controlled environments and managed with efficient logistics and professionalism.

Jennifer Glynn, SITE Global President (Society for Incentive Travel Excellence) made a call to work together and remarked the importance of collaboration between the public and private sector to re-start face to face events. She reminded the audience that meeting and events generated billions of dollars and millions of jobs in 2019, approximately 32,000 exhibitions were organized and directly involved 303 million visitors with nearly five million exhibitors across more than 180 countries. Direct spending (business sales): Exhibitions generated more than $136.9 billion of US dollars of direct spending by visitors, exhibitors and additional exhibitions-related expenditures.

Andrea Wolleter also said that they have fluent conversations and exchange of ideas with the meetings industry actors helped by ICCA who gives a strong support in all matters.

Mary Larkin, President of UFI (Global Association of the Exhibition Industry) said that thousands of meetings and events have been cancelled and the industry has stooped the activities in 2020, we have now safety and sanitary protocols that have been developed under strict international and local rules and many trade shows are been organized with new logistics, she pointed like past speakers that events are organized in controlled and safety environments and we have to look forward for a complete reactivation of the industry. Collaboration and work together is the key of success. Larkin also remarked that in 2019 approximately 32,000 exhibitions were organized and directly involved 303 million visitors with nearly five million exhibitors across more than 180 countries. Direct spending (business sales): Exhibitions generated more than $136.9 billion of US dollars of direct spending by visitors, exhibitors and additional exhibitions-related expenditures.

Arnaldo Nardone put on the table another question: which benefits from meetings and events do you consider are the most important for your countries? And how could you imagine the reactivation process of the business in your destinations?

Remo Monzeglio, Uruguay Tourism Ministry Subsecretary is convinced that the meetings industry sector will be the first to re-start because is the most organized and controlled, meetings and events are organized with a long lead time and that gives high sanitary guarantees and safety, he remarked that virtual events will never replace face to face meetings so I send an optimistic message for those who work in the industry, I fully believe that the business reactivation will come sooner that we have expected, the meetings industry will be the first to reactivate our economies and we have to work hard to use it as a strategic tool for our destinations.
Mauricio Aaron Reina, México General Director of Products Innovation, said that his country has a long tourism history and tradition, the country has been working for long time ago on improving services and products with incentives and training programs, today the majority of our best professionals are working together collaborating and joining efforts around the Mexican meetings industry council (COMIR) that joins 17 national associations, thanks to that, Mexico has been facing better the covid19 pandemic challenge, The Mexican Health secretary gave clear directions and developed healthy and safety protocols, they have identified 167 activities that have direct or indirect connection with tourism in our country. Using those protocols, we have been opening step by step different activities related to the meetings industry, many hybrid meetings and events has been organized and we have faced a big challenge coordinating those activities. Today we have a global challenge that is affecting seriously our communities and we need to work a solid region exchanging ideas and actions. We have a big challenge forward never lived before and we need to be creative and put a lot of innovation understanding that we have to implement a new model until we come back to normal.

Pedro José Ibargoyen, General Secretary of the Pan American Gastroenterology Organization, stated that Latin America has been seriously affected because the lack of events related to his specialization scientific area and they have a big expectation of organizing events again as soon as possible with face-to-face events because those are the most relevant and important for them that are impossible to replace with virtual events. There is a real need for his association to develop a lot of scientific meetings related to gastroenterology so they are waiting for the re-opening of destinations.

Gilberto Salcedo, Procolombia Tourism Vice-president, said that Colombia has many strategies to reactivate the sector on 2021, one of them is organizing the tradeshow FIEXPO in Cartagena de indias on November 27 to 30 that is a Latin American business meetings and events icon and the best business platform for the meetings industry and we are working hard to have all prepare in Colombia to host this important event, at the same time we will have the World ICCA Congress in the same month of November 2021, so two big and strategic events. Since past September 2020 we have been working hard on reactivating the international airline transport connecting international destinations with Colombia and our national flights as a key tool to reactivate tourism, to finish I want to invite all of you to come to Colombia for FIEXPO and for ICCA next year so I will present our promotional destination video.
Continuing with the FORUM, FIEXPO director, Arnaldo Nardone proceeded to give the annual FORUM AWARD, this year the winner was Matías Lammens, Argentina Tourism Minister and there were two special awards, one for Remo Monzeglio, Uruguay Tourism Subsecretary and the second for Ricardo Sosa, Argentina Promotion Tourism Executive Secretary. Congratulations for all the award recipients.

Concluding the Forum Sergio Vargas, President of MPI Colombia Chapter said that he understood that we will have to implement three different work phases, the first will be survive to this pandemic scenario, then the recovery and finally try to make the industry grow, because he believes that these phases will take a long time to be achieved, he asked the politicians to be really engage in this process creating future projects to help the industry and also asked the private sector to work efficiently and committed to make possible that more entities and organizations continue choosing our region for organizing meetings and events, finalizing he remarked and emphasized the importance of FIEXPO and the politicians Forum to connect the private and public sector to make things happen and at the same time he congratulate FIEXPO to become the most important regional platform to make our meetings and events business more successful.

Arnaldo Nardone closed the 7th FIEXPO meetings and events politician’s Forum showing his gratitude and special thanks to the distinguished Tourism Ministers, Vice-Ministers, executive directors of tourism promotional institutes from different countries, regional professional associations representatives, regional and global meeting industry organizations and invited speakers, inviting all of them for the next Forum and FIEXPO LATINOAMERICA 2021 in Cartagena de Indias, Colombia on November 27 to 30.

Global economic importance of the meetings industry (MICE)

This analysis contains extracts of a study performed by International Meetings Industry Organizations together with Oxford Economics where the total importance of the meetings industry at a global level was quantified for all sectors of the MICE (Meetings, Incentives, Congress / Conventions and Exhibitions) segment.

What qualifies as a business event in this study?
A gathering of 10 or more participants for a minimum of four hours in a contracted venue. This includes business events, but excludes social, educational (formal educational activities at primary, secondary, and university level education), and recreational activities, as well as consumer exhibitions.

What are the main components for the calculation of the economic impact?
Direct impacts consist of the direct spending and jobs that are involved in planning and producing business events, and for participants to travel to business events, as well as other business events-related spending.

Indirect impacts represent downstream supplier industry impacts, also referred to as supply chain impacts. For example, the facilities at which business events occur require inputs such as energy and food ingredients. Also, many business event venues contract with specialized service providers, such as marketing, equipment upkeep, cleaning, technology support, accounting, and legal and financial services. These are examples of indirect impacts.

Induced impacts occur as employees spend their wages and salaries in the broader economy. For example, as hotel employees spend money on rent, transportation, food and beverage, and entertainment.

Impacts are expressed in terms of economic output, which includes all business sales, GDP (gross domestic product), which is defined as business sales less intermediate inputs, and jobs.
• Number of participants: Business events involved more than 1.5 billion participants across more than 180 countries.

• Direct spending (business sales): Business events generated more than $1.07 trillion of direct spending, representing spending to plan and produce business events, business events-related travel, and other direct spending, such as spending by exhibitors.

• Direct GDP (gross domestic product) and employment: Business events supported 10.3 million direct jobs globally and generated $621.4 billion of direct GDP.

Fig. 1 - Direct Impact and Total Impact of the MICE Industry globally.

After accounting for indirect and induced impacts, business events supported a total global economic impact of:

- $2.5 trillion of output (business sales)
- 26 million jobs
- $1.5 trillion of GDP (representing contribution to global gross domestic product)

Fig. 2 - International Monetary Fund GDP Top 20 - 2019.
The MICE Industry generates more production than many global sectors, including consumer electronics, computers, and office equipment. The $1.5 trillion of total GDP supported by global MICE events would rank the sector as the 13th largest economy in the world, larger than the economies of countries such as Australia, Spain, Mexico, Indonesia and Saudi Arabia. Based on its direct impact on the GDP of $621.4 billion, the MICE sector would rank as the 22nd largest economy in the world.

These totals represent the combination of direct impacts within the MICE events sector (for example, $1.07 trillion of direct business event expenses and 10.3 million direct jobs), plus estimated indirect and induced effects. The resulting production multiplier for the MICE events sector is 2.36, which implies that for each USD 1.00 in direct business event expenses generates an additional $1.36 in indirect and induced expenses in the global economy.

**Definition of a business event**

Business events include conventions, conferences, congresses, trade shows and exhibitions, incentive events, corporate/business events, and other business events that fit the criteria.

Business events exclude social activities (wedding receptions, holiday parties, etc.), permanently established formal educational activities (primary, secondary or university level education), purely recreational activities (such as concerts and shows of any kind), political campaign rallies, or gatherings of consumers by a company for the purpose of presenting specific goods or services for sale (consumer shows, product launches to consumers).

**Distribution by MICE segments**

Within the global analysis, a distribution per segment is estimated according to Fig. 3, this proportion is scalable at the national level.

![Fig. 3 - MICE segments.](source: Oxford Economics)

**2020 Identified meetings**

The Latin America and the Caribbean office of the International Congress and Convention Association (ICCA) created this impact report and make it available to its members for which 1,396 meetings considered by ICCA (Association meetings, with more than 50 participants, a minimum rotation between 3 countries and organized by an international or regional association). The sample includes all the events whose organization was confirmed in 2020 prior to the COVID-19 outbreak throughout the Latin American and Caribbean continent (from Mexico to Argentina).

The information has been obtained based on the data provided by governments and destination marketing offices (public and private) of the continents together with the technical team of the regional office. The analysis of the sample was carried out by the technical team and there might be events that have not been detected for this report.
In January 2020, the projection of confirmed meetings for the region estimated the fulfillment of the expected average growth based on previous years as indicated in Fig. 5.

From the total of 1396 identified meetings, the audit method consisted of checking each of the official websites that corresponded to each event plus direct notification of the organizers obtained via email.

**Temporary Distribution**

Given the projection estimated at the beginning of January 2020 within the first semester, 45.7% of the meetings were concentrated, showing a growth of 9% compared to the historical average between the years 2017 - 2019.

The months that concentrated the highest number of meetings within the first semester were March and June, together reaching 23% of the total number of events according to Fig. 6.

**ICCA affected meetings**

The first case of COVID 19 within the continent was reported on 02-26-2020 in Brazil, initiating a continental alert, consolidating the total closure of borders of all countries in the region and the beginning of social distancing. These measures had a direct impact on the holding of 52.5% of the meetings that were scheduled from March to September, at the time the sample collection began (first week of April).

Our office has made weekly updates and at the end of November the estimated direct impact has increased the number of affected meetings, including meetings that were initially postponed within the same year, reaching 85.8% of the meetings scheduled for 2020 (fig. 7). It should be considered that not all March meetings were directly affected (8%), some could have been held at the beginning of March (4%).
Behavior of affected Meetings

Within 52.5% of the affected congresses, our technical team was able to detect 3 predominant behavioral variables at the beginning of April (Fig. 8) based on the measures taken by each organization after the COVID-19 outbreak.

As the weeks progress, new variables have been incorporated into the behavior, including the holding of 100% virtual events and a significant increase in events rescheduled for 2021, maintaining the 2020 host destination.
Among the 59.3% of events rescheduled for 2021, we find that 44.6% have scheduled their organization mainly between August, September, October and November. A total of 10.7% of the events were held in virtual format during 2020. 82% of events canceled in 2020 comprise a worldwide rotation.

It is observed that within the total of meetings rescheduled for 2021 (59.3%) there is 12.7% of meetings, mainly of global rotation, which have begun a renegotiation process in order to reschedule their event again giving priority to their next destination 2022, particularly if your next year of rotation is concentrated in Europe or Asia, or the execution of a new modified bidding process leaving the original destination for the closing of the cycle of already confirmed venues within the stipulated rotation period.

**Economic impact**

The economic impact (Fig. 10) at the regional level can be estimated based on the assumption that 30% of the congresses have been canceled, 59.3% have been postponed to 2021 and 10.7% have been organized virtually, directly impacting on 2020 income. The average calculation is estimated to be an expense per participant per day of USD 420 (four hundred and twenty US dollars).

**Number of participants at ICCA meetings**

The projection estimated for 2020 in terms of foreign participants due to associative meetings (congresses) was close to 628,200 before the COVID-19 outbreak.

After the extension and tightening of the application of containment regulations adopted by the countries affected by COVID19, the projection estimates at the end of November a reduction of 85% (533,970) in the number of passengers expected to receive this year. Only 15% of the events scheduled in 2020 managed to take place within the period (January-February-March).

**Fig. 10 - Economic impact 2020.**

**Last week May 2020**

- 1,055,376,000
  - Estimated income in USD from international association meetings canceled in Latin America prior to COVID-19
- 738,763,200
  - Economic impact in USD during 2020 from international association meetings canceled in Latin America due to COVID-19

**Last week November 2020**

- 1,055,376,000
  - Estimated income in USD from international association meetings canceled in Latin America prior to COVID-19
- 897,069,600
  - Economic impact in USD during 2020 from international association meetings canceled in Latin America due to COVID-19

Source: ICCA database, report of Tourism Promotion Organizations of Latin America.

It is important to note that this metric is an estimate and only includes the MICE segment of International Congresses under the ICCA parameters, see Fig. 3: segment distribution.

Of the rest of the revenues that are included in figure 1 on page 4, there is no concrete data that allows establishing a metric in real time, due to the non-itinerant nature of said businesses, but it must be considered that from the closure of borders in 100% of the world’s tourist destinations, according to UNWTO, corporations took the measure of canceling their meetings entirely since their main reason is focused on the positioning and sales strategy, without the possibility of travel, this segment can continue with its operations using other alternative channels since the cancellation of its events does not have a direct impact on the company’s gross net income. Fairs and incentive trips naturally depend on the corporate sector being active. The Government Events Sector also halted all its face-to-face activities until further notice.

Therefore, the losses within the MICE segment to date impact an estimated 90% of the total direct jobs (10.3 million) and 85% of the revenue generation estimated at 2.5 billion dollars globally.
Impact on direct employment

It is estimated that MICE events generate an estimated USD 621.4 billion of direct GDP and more than 10.3 million direct jobs globally.

MICE events in Latin America generate an estimated USD 20.6 billion in direct GDP, which represents 3.3% of the world GDP of MICE events, responsible for the generation of approximately 1,010,000 direct jobs (see definition on page 3).

In Latin America, the high impact on jobs causally linked to the MICE segment can be based on the dismissal of employees, because of the closure of operations or the transfer to unemployment insurance, depending on the legal framework of each country.

is estimated that at the end of November, 90% of the direct jobs linked to the MICE segment are affected by some of these factors (fig. 12)

Consider that this does not include the entire spectrum of employees who are linked to other parts of the tourism services chain, the number is the estimate of jobs directly related to MICE specifically.

### Distribution by country - economic impact Association Meetings

**Fig. 11 - Economic impact by destination 2020.**

<table>
<thead>
<tr>
<th>Country</th>
<th>Estimated USD income from Association Meetings</th>
<th>Estimated USD losses due to affected Association Meetings</th>
</tr>
</thead>
<tbody>
<tr>
<td>México</td>
<td>179,760,000</td>
<td>152,796,000</td>
</tr>
<tr>
<td>Brasil</td>
<td>179,284,560</td>
<td>152,391,876</td>
</tr>
<tr>
<td>Argentina</td>
<td>147,922,320</td>
<td>125,733,972</td>
</tr>
<tr>
<td>Colombia</td>
<td>108,544,800</td>
<td>92,263,080</td>
</tr>
<tr>
<td>Chile</td>
<td>98,919,025</td>
<td>84,081,171</td>
</tr>
<tr>
<td>Peru</td>
<td>76,675,200</td>
<td>65,173,920</td>
</tr>
<tr>
<td>Uruguay</td>
<td>38,251,920</td>
<td>35,514,132</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>35,456,400</td>
<td>30,137,940</td>
</tr>
<tr>
<td>Panama</td>
<td>31,775,520</td>
<td>27,009,192</td>
</tr>
<tr>
<td>Ecuador</td>
<td>30,724,142</td>
<td>26,115,520</td>
</tr>
<tr>
<td>Paraguay</td>
<td>29,942,640</td>
<td>25,451,244</td>
</tr>
<tr>
<td>Dominican Republic</td>
<td>23,301,600</td>
<td>19,806,360</td>
</tr>
<tr>
<td>Bolivia</td>
<td>19,941,600</td>
<td>16,950,360</td>
</tr>
<tr>
<td>Guatemala</td>
<td>12,672,240</td>
<td>10,771,404</td>
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<tr>
<td>Cuba</td>
<td>11,403,840</td>
<td>9,693,264</td>
</tr>
<tr>
<td>El Salvador</td>
<td>11,250,960</td>
<td>9,563,316</td>
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<tr>
<td>Puerto Rico</td>
<td>10,049,760</td>
<td>8,542,296</td>
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<tr>
<td>Nicaragua</td>
<td>5,360,880</td>
<td>4,556,748</td>
</tr>
<tr>
<td>Honduras</td>
<td>4,138,840</td>
<td>3,518,014</td>
</tr>
</tbody>
</table>

Source: ICCA database, reports from Tourism Promotion Organizations in Latin America
Vision of international Associations

Within the framework of the impact caused by the pandemic, we have carried out permanent monitoring with questionnaires addressed to Presidents of international and regional academic Associations ranging from Mexico to Argentina. In the sample we have collated more than 625 entities that have kindly shared their opinions so that we can understand the client side that is essential for the reactivation of all our activities.

Bidding Manual

Due to the situation generated by COVID-19, has your Association considered modifying its candidacy application manual?

The incorporation of modifications in the candidacy application processes has increased substantially in reference to the survey carried out at the beginning of April. This indicates a trend adopted by the client that is in the process of modifying or has already modified its business model, incorporating the new health care factors and implementation of the necessary elements from the point of view of protocols and technology.

Events 2021

If you have made the decision to postpone the organization of your events to 2021. What will happen to the organization of the events that were already agreed for that year with confirmed destinations?

Considering that now we estimate that 59.3% of the associative events within the general sample (1396) have been rescheduled for 2021 maintaining the selected headquarters destination for 2020, we have consulted the client about the decision of the Board of Directors regarding the calendar of events already pre-programmed, given that the capture of events is a medium or long-term effort. The confirmation of the carry-over effect generated by the rescheduling of events is not a minor fact as this will affect all the events already scheduled for the next few years in a chain.

Destination Health Response

Would it affect the selection of the host destination based on its health response capacity?

The health response of the destination has become a vital factor for the future selection of event venue destinations, this prerequisite to COVID-19 was not a factor of high relevance.

Obviously, the destinations that are prepared to give a good health response should use this element as an added value within their proposal.
Also, effective communication within the service chain for the implementation of social distancing protocols and pertinent oversight in order to be able to provide the necessary perception of security to which the client points.

Hybrid Event

Given the current situation. Have you thought about holding your event in a hybrid or 100% virtual way?

Over the months, most clients have understood the need to incorporate new formats for their meetings since the consequence of not doing so would significantly impact the entity’s income. As the providers, mostly Professional Conference Organizers (OPCs), have managed to explain and incorporate the use of technologies, the client shows a very high trend for the realization of events with a hybrid format during 2021.

At the time of most of the events rescheduled for 2021, it already incorporates the hybrid element in order to captivate the public who will not be able to travel due to possible mobility or economic restrictions. 10% have decided to organize their meeting 100% virtual, a large percentage still shows resistance, which indicates the need to continue adapting our business models based on the needs and possibilities of the market.

COVID-19 protocol in event

Is your association thinking of applying its own protocols despite the one established by the government of the selected destination during the organization of future events?

The importance of this question lies in the reality that the client is in the process of incorporating additional security protocols and given the range of responses, a broad tendency can be identified to delegate the task of applying these measures to an OPC.

Herein lies the importance of Public-Private and Private-Private cooperation in order to create or enhance training programs within the entire chain of services, complementing them with proper oversight. Customers show a strong tendency to trust more quickly the destinations that can show this development.
Protocols & Openings - Global situation

**Australia**
This country has slowly loosened lockdowns since its government announced a three-stage plan in May for easing restrictions. Melbourne, which has been under strict lockdown since July, loosened the rules starting Oct. 27. Restaurants, cafés and bars were allowed to reopen, and outdoor contact sports could resume. On Nov. 8, residents in Melbourne were longer restricted to traveling within 16 miles of their homes. Beginning Nov. 23, face masks are no mandatory in outdoor situations where physical distancing is possible and venues are allowed to host up to 150 people indoors and 300 people outdoors, depending on the size of the event space. In the rest of the country, public gatherings range from up to 20 people in New South Wales to 50 in Queensland, and 350 people indoors and 1,000 people outdoors in Tasmania. Meanwhile, the International Convention Centre Sydney has been given approval from the New South Wales Department of Health to hold corporate events and conferences for up to 1,500 people. The gatherings must abide by the venue’s EventSafe Operating Guide, with one person per four square meters and no more than 300 people per room.

**Austria**
A lockdown remains in effect until Jan. 24. Residents are required to stay home except for essential reasons. Culture and leisure facilities have been ordered to close, and restaurants can only offer takeout and delivery. Events have been cancelled and hotels can only serve essential travelers; leisure travel is not allowed. The latest reopening updates can be found at [Austria’s travel portal](#).

**Belgium**
Belgium entered a second lockdown on Nov. 2, which is expected to last until Dec. 13. During this time, nonessential shops and businesses must close. Employees are encouraged to work from home and public gatherings are limited to a maximum of four people. Bars and restaurants, which had been ordered to close for one month on Oct. 7, will remain shuttered for the duration of the lockdown. As cases began to rise after reopening, the country’s leaders enacted a rule requiring masks to be worn in stores and on public transit, and residents returning from holidays must notify Belgian authorities 48 hours before their arrival.

**Canada**
The border between Canada and the United States will remain closed until at least Feb. 21. The Ontario province, which includes Toronto, issued a stay-at-home order on Jan. 11. Residents must remain home, except for essential reasons. Restaurants can only offer takeout, drive-through and delivery service. As of Jan. 7, all travelers flying to Canada must show a negative PCR Covid-19 test result before boarding the plane. The test must be taken within 72 hours prior to departure. The new guidelines apply to all travelers age 5 and older. Travelers must still complete a 14-day mandatory quarantine upon arriving in the country, even if their test result is negative.

**China**
The first country to be hobbled by COVID-19, China has been steadily reopening its economy, first its manufacturing sector and gradually expanding with the reopening of theme parks, hotels and other attractions returning, most recently cinemas and water parks.

**Costa Rica**
Beginning Sept. 1, U.S. travelers will again be allowed to visit the country, as long as they are residents of New York, New Jersey, New Hampshire, Maine, Vermont or Connecticut. More states are expected to be added soon after. Previously, on Aug. 1, Costa Rica reopened its borders to residents of the European Union and Schengen Zone, the United Kingdom, Canada, Uruguay, Japan, South Korea, Thailand, Singapore, China, Australia and New Zealand.

**Czech Republic**
The Czech Republic has extended its state of emergency order until Jan. 22, and placed the country under level five of its five-tiered coronavirus framework. New restrictions include a curfew from 9 p.m. to 5 a.m. Public gatherings are now limited to two people. For weddings and funerals, a maximum of 15 people is allowed. Religious gatherings can continue at no more than 10 percent of the venue’s seated capacity.
Denmark
Travelers from all but six EU countries are now permitted to enter the country, as long as they book for at least six nights, but they must quarantine if they are coming from a city of more than 750,000 people. Visitors from Sweden are still prohibited. After imposing a nationwide lockdown, Denmark began easing its restrictions, reopening shopping centers on May 11, restaurants and cafés on May 18, and permitting outdoor sports without spectators. Gatherings of up to 10 people are permitted, and larger gatherings are expected to be banned until at least August.

Dominican Republic
Beginning Jan. 26, the Dominican Republic’s Ministry of Tourism and Public Health will offer free antigen testing to all international visitors staying at a hotel. The rapid tests will be administered by health professionals at the hotels. The destination also extended its free health coverage plan for all tourists arriving on commercial flights and staying at a hotel until March 31, 2021. The plan covers all medical emergencies, including those caused in the event of an infection or exposure to Covid-19 while in the country. Since late September, travelers arriving to the island nation have been subject to random Covid-19 tests upon arrival. Passengers are also required to complete an electronic entry and exit form in order to enter.

Finland
After lifting the border restrictions for a number of Schengen and/or EU countries on July 13, this Scandinavian country has since reimposed travel restrictions. Due to rising cases, travelers coming from Iceland, Greece, Malta, Germany, Norway, Denmark, Ireland, Cyprus, San Marino and Japan will be limited to essential trips beginning Aug. 24, with people returning from those countries required to self-quarantine for 14 days. Indoor and outdoor public events and public meetings with fewer than 50 attendees are allowed. Gatherings of up to 500 attendees are permitted if social distancing is ensured, and gatherings of more than 500 people are expected to be permitted beginning Aug. 31.

France
A new daily curfew from 6 p.m. to 6 a.m. is now in effect in France’s metropolitan areas, and residents can only leave with an exemption certificate. People are encouraged to work from home and shops must close at 6 p.m. Bars, restaurants, cinemas and museums remain closed. In addition, France has banned nonessential travel to and from countries outside the European Union. Travelers within the EU must present a present a negative PCR test taken within 72 hours prior to departure. The latest updates can be found here.

Germany
Germany is extending its partial shutdown until at least January 10. Bars, theaters, gyms, nail salons, and other leisure facilities are closed, and restaurants can only offer takeout. Public meetings are limited to 5 people.

Earlier, on September 15, the German government declared trade fairs “essential” and excluded them from its ban on mass gatherings that has been in place since May. The latest travel information can be found here.

Greece
A nationwide lockdown has been extended indefinitely, although retails stores and malls will be allowed to reopen with entrance limits. People are encouraged to stay home and must send a text message to the authorities whenever they leave. A daily curfew from 9 p.m. to 5 a.m. is also in effect. Restaurants can only offer delivery service, and public gatherings have been suspended. Anyone traveling to Greece from abroad must show a negative Covid-19 test result.

Hong Kong
Hong Kong and Singapore have delayed until 2021 their plans to enter an air-travel bubble, which would have allowed travelers between the cities to avoid a quarantine by presenting a negative Covid-19 test before they left, when they arrived and before they returned. Rising cases in Hong Kong has delayed the program.

As of Dec. 23, all flights from Great Britain have been suspended.

The Hong Kong Tourism Board is developing standardized hygiene and anti-epidemic protocols for tourism-related industries. The new guidelines, which are
being developed in partnership with the Hong Kong Quality Assurance Agency, aim to boost visitors’ confidence in traveling to the region. More than 1,800 businesses have expressed interest in the protocols. Restaurants have been allowed to reopen, as long as they collect “health declarations” at the door and five feet of space is maintained between tables, with no more than 50 percent occupancy.

Ireland
A lockdown in Ireland will continue until Jan. 31. Under the level-five restrictions, museums and nonessentials shops must close. No organized indoor or outdoor gatherings are allowed. Restaurants and bars can only serve takeaway food and delivery.

Italy
Italy has extended its state of emergency until the end of April. A nationwide curfew remains in effect from 10 p.m. to 5 a.m. The country is following a color-coded system of restrictions. Guidelines for restaurants, gatherings and more vary by region depending on the local level of Covid-19 risk. Regions are either classified as red, orange or yellow. As of Feb. 1, all but five areas were in the “yellow” zone, which allows museums to reopen and for restaurants and bars to offer indoor dining until 6 p.m. See details here.

As of Jan. 7, nonessential travel is prohibited. Entry will only be permitted to residents and for reasons of work or study. All travelers must present a negative Covid-19 test, taken within 48 hours before departure.

Jamaica
On June 15, the country began welcoming international visitors, conducting on-site health screenings at Sangster International Airport in Montego Bay. Jamaica’s government had previously announced a five-point recovery plan that will stagger the reopening of its attractions. Every hotel is required to designate a “COVID-19 safety point person” who conducts spot checks. Restaurants are open at 70 percent capacity, and gatherings of up to 10 people are permitted.

Japan
Prime Minister Yoshihide Suga has extended a state of emergency for Tokyo and other major metropolitan areas. The measure will now remain in effect through March 7. Residents are advised to leave their homes only for essential reasons and must avoid gatherings. Restaurants have been ordered to close by 8 p.m.

In June, the Osaka Convention & Tourism Bureau released its “Guidelines for MICE Event Organizers for Infectious Disease Control,” providing a detailed checklist for meeting planners for before, during and after the event. These measures include “collaborative preparation with venues and associate companies,” “prevent close-contact settings” (complete with sample layout) and more.

Mexico
Mexican authorities have extended the closure of the U.S.–Mexico land border until at least Feb. 21. Most of the country’s tourist destinations have reopened to visitors, with some restrictions. The state of Quintana Roo began implementing the WTTC’s “Safe Travels” health and safety standards for tourism-related businesses, including hotels, restaurants, bars and tour companies, requiring businesses to receive a certification indicating that it has met these standards before reopening. Beaches in the state are currently closed to all but resort guests. Los Cabos reopened to tourists June 15 and has been following its “A Safer Way to Get Away” plan, with destination-wide guidelines and certifications, and a partnership with Intertek Cristal’s Protek Destination Assurance program. Mexico City continues to reopen, as businesses including bars, cinemas, public pools and museums now allowed to open, despite an uptick in cases.

Netherlands
The Netherlands has extended its lockdown through Feb. 9. All nonessential shops have been ordered to close, along with museums, theaters and salons. Bars and restaurants can only serve takeaway and are required to close by 10 p.m. Business gatherings are restricted to no more than 100 people. Face masks are required in indoor spaces and on public transportation. Residents are encouraged to travel as little as possible and nonessential foreign travel is discouraged until mid-January.
New Zealand
After enacting some of the most stringent lockdown measures in the world, New Zealand had lifted restrictions on June 8, and went on to report more than 100 days without community transmission of the virus. But a recent resurgence of cases has led officials to raise Auckland to Alert Level 3, restricting how businesses interact with customers and limiting gatherings to 10 people or fewer, while the rest of the country remains on Alert Level 2, allowing for gatherings of up to 100 people. Physical-distancing measures and tight border controls will remain. On June 3, Prime Minister Jacinda Ardern announced that when the country shifts down to Alert Level 1, all current restrictions on businesses and gatherings will be essentially lifted.

Norway
As cases have risen throughout Europe, Norway has introduced requirements that travelers arriving from Great Britain, Austria, Greece and Ireland, as well as the city of Copenhagen must quarantine for 10 days. On May 7, the limit to group size was increased from a maximum of five to 20, as long as individuals remained at least three feet apart. Events of up to 200 participants at a time are now allowed in public places, and most businesses (including gyms, water parks and bars) are again open.

Portugal
A state of emergency has been extended until at least Feb. 14. Current lockdown restrictions in effect nationwide prohibit travel between municipalities on weekends and advise residents to stay home as much as possible. Local trade and cultural events are not allowed. Restaurants can only provide take-away and delivery.

Singapore
Singapore has announced Connect@Singapore, a plan to allow a limited number of business, official and high-economic-value travelers into the country as part of a new travel lane that will be open to all countries. Applications will open in mid-January and the first travelers will be welcomed later that month. The program only allows stays of up to 14 days. Visitors must agree to taking multiple Covid-19 tests prior to and throughout their stays. In addition, all travelers will be housed in dedicated “bubble” facilities.

An air-travel bubble with Hong Kong, which was due to begin on Nov. 22, has been delayed until 2021. The bubble would have allowed visitors traveling between the cities by flight to present a negative Covid-19 test before they left, when they arrived and before they departed in order to avoid quarantining.

Currently, the Singapore Tourism Board allows business events of up to 250 people, with the permission of the board and following specific risk-mitigation measures. Attendees must be spread out across five zones of 50 people each. Singapore will move to phase 3 of reopening on Dec. 28. The STB has launched the SG Clean initiative to audit the sanitation practices of all types of facilities; those that put the measures in place will earn a certification from the STB.

Spain
After reducing the numbers of new cases, the government began to loosen its strict social-distancing rules on May 6. But a spike in new cases led officials to enforce stronger social-distancing restrictions for Seoul, Incheon and the nearby Gyeonggi province, prohibiting gatherings of more than 50 people indoors and 100 people outdoors. High-risk locations including nightclubs, karaoke rooms and computer gaming cafés have been closed.

Sweden
Sweden is imposing its toughest coronavirus restrictions to date. Beginning Nov. 24, gatherings of more than eight people will be prohibited. The measure is expected to remain in place until Dec. 6. Unlike other countries in the region, Sweden’s government avoided a significant lockdown, leaving shops, restaurants and bars open and asking that citizens voluntarily keep their distance from one another. Previously, gatherings of up to 50 people were allowed.

As of late December, the country has suspended all incoming travel from Great Britain and Denmark until further notice.

Switzerland
On Dec. 10, train travel between Switzerland and Italy was suspended indefinitely, according to the Associated Press. The Swiss federal railway service said it doesn’t have the resources to carry out Italy’s health requirements that train operators check passenger temperatures, even though travelers also must show
they’ve tested negative for the coronavirus and carry travel authorization from their employers. On June 15, Switzerland opened its borders with Austria, France and Germany. One of the first countries to ban large events and among the first nations to see an ebb in new cases, Switzerland began easing its lockdown restrictions earlier than expected. Bars and restaurants were allowed to reopen on May 11 rather than June 8, as originally planned. Schools, museums, gyms and libraries also started welcoming patrons on May 11. Public and private events of up to 300 people as well as “spontaneous gatherings” of up to 30 people are allowed. Officials expect travel restrictions within the Schengen area will also be largely lifted July 6.

United Arab Emirates
Dubai has announced new coronavirus measures that will remain in effect throughout the end of February. During this time, all bars and pubs are closed. Restaurants and cafes are open, but must cease operations at 1 a.m. Hotels can operate at 70 percent capacity, and indoor seated venues are not to exceed 50 percent capacity.

United Kingdom
More restrictions have been implemented in England following the discovery of a new, particularly contagious strain of Covid-19. The country entered a new lockdown on Jan. 4, which is expected to last until at least mid-February. Schools have been ordered to close and people are encouraged to work from home. Non-essential shops also must shut, and restaurants can only provide takeout. Residents must remain in their homes, except for food, work and medical reasons. Gatherings are not permitted with anyone outside of one’s household or support bubble.

Beginning Jan. 15, anyone traveling to England by plane, train or boat will be required to present a negative Covid-19 test result, taken within 72 hours before departure. All travelers arriving from countries not on the government’s travel corridor list will be required to quarantine for 10 days. Visitors can shorten their quarantine time by opting into the “Test to Release Scheme,” which includes taking a second Covid-19 test on their fifth day of isolation.

United States
Covid-19 cases continue to rise in the United States. In response, many states are taking steps to delay or reverse their reopening plans.

Nevada is extending a statewide hiatus through January 15. Casinos, restaurants and bars will continue to be limited to 25 percent of their capacity and the restrictions will remain in effect. In Washington state, Governor Jay Inslee announced an extension for Covid-19 restrictions until January 4. Indoor business meetings and dinners are prohibited in convention centers, hotels and event venues.

Meanwhile, New York City has banned indoor dining since December 14.

URUGUAY
On 06-26-2020 the Ministry of Tourism (MINTUR) begins the plan to reactivate safe tourism by adopting a strict protocol aimed at gastronomy and hotels, a “responsible operator” seal, an automated promotion system tourism for registered tourism providers and promotional materials to convey confidence to tourists. Allowing the realization of events in hotel establishments reducing the capacity of the spaces for events to the necessary percentage that respects the social distancing measures described in said protocol. The country remains with its borders closed except for special income until 01/10/2021, for non-residents this extends until 03/01/2021. Public shows and activities in closed spaces have been suspended. Restaurants can operate in compliance with biosecurity protocols until midnight.

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ARGENTINA - https://drive.google.com/file/d/1KzK28w66wNGvUq9aDrEIyjIVhN6W/view


Requirements to consider before reopening

At the beginning of June 2020 ICCA, UFI and AIPC prepared an official document with guides that aim to help convention centers, fairgrounds, event and conference organizers and meeting destinations to prepare for a progressive and safe reopening of businesses after the initial COVID-19 outbreak. Here we will highlight some highly relevant aspects to consider.

COVID-19 Risk Management
Recommendations in the reopening

<table>
<thead>
<tr>
<th>1. Ensure individual security and staff</th>
<th>Planning</th>
<th>Operational</th>
<th>Post-Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conduct risk analysis.</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Manage the use of prevention materials (e.g., provide masks, sanitizing gel, tissues).</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>2. Enable physical distancing</th>
<th>Planning</th>
<th>Operational</th>
<th>Post-Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduce barriers and mark the floor to indicate the space regulations for all rows and public spaces (e.g., entrances, restaurants and bathrooms). Add a transparent partition or barrier between furniture used at the fair (e.g., counter or admission, registration and customer service cabinet) and the people.</td>
<td>x</td>
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<td>x</td>
</tr>
<tr>
<td>Allow wide distance between stands and walkways.</td>
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<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Use the “conference-like” layout for events parallel and thus allow physical distancing.</td>
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</tbody>
</table>
### 3. Increase health and safety measures

<table>
<thead>
<tr>
<th>Planning</th>
<th>Operational</th>
<th>Post-Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enable access control and take exams health (e.g. unified monitoring of temperature).</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Work with guidelines that address / deny entrance to participants / attendees stakeholders who fail the screening test health (e.g. establish isolation areas; inform the local department of control of diseases).</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Generate common cleaning practices, sanitation and disinfection in areas of use common.</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Provide sanitizing and washing stations of hands.</td>
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<td>x</td>
</tr>
<tr>
<td>Enable the no contact policy (e.g. avoid giving yourself shake hands and consider alternate greetings; encourage contactless payment; plan a dedicated space for exhibitor and visitor to interact safely).</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Venues and ventilated showrooms, as well as other facilities with air conditioning and air filtration processes.</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Adapt frequent disposal policies waste.</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Facilitate and encourage exhibitors and organizers have cleaning regimes and disinfection of stands, exhibitions and promotional materials (e.g. suggest that your promotional materials be electronic).</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Communications</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

### 4. Implement control policies

<table>
<thead>
<tr>
<th>Planning</th>
<th>Operational</th>
<th>Post-Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crisis management</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Food, Beverage and Banquet Service</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Transport and logistics</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>External suppliers</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

#### 4. Implement control policies to control crowds

<table>
<thead>
<tr>
<th>Planning</th>
<th>Operational</th>
<th>Post-Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage the flow of attendees (e.g. supervise paths, row space and entries; separate different areas of the event and control access).</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Adapt the registration process and manage the settings to reduce contact on site (e.g. encourage online registration whenever possible; print credentials / badges / badges / passes in Adapt the registration process and manage the settings to reduce contact on site.</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Manage and control the number of participants on the exhibition floor / exhibition space of the enclosure (e.g. rationalize / simplify space in gross / stand designs and methods of construction to reduce assembly time and disassembly; allow a longer term for assembly and disassembly).</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Manage the number of attendees on the floor of exhibition / exhibition space of the enclosure (ex. set a limit number based on the area in gross square meters of the enclosure / pavilion, as proposed by security managers of the fair; assign ticket office and tickets at designated days and times).</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Manage and control the catering offer for allow physical distancing and encourage additional hygiene measures (eg tables distanced and limited capabilities within the restaurant areas; avoid stations buffet service; offer food prepackaged).</td>
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</tr>
<tr>
<td><strong>5. Promote and enforce measures</strong></td>
<td>Planning</td>
<td>Operational</td>
</tr>
<tr>
<td>Show in an accessible way to the public the cleaning measures and regimes.</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Work within a legal framework that defines clearly the duties and responsibilities of all stakeholders involved. Work within a legal framework that defines clearly the duties and establish and maintain communication direct with local authorities.</td>
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</tr>
<tr>
<td>Establish medical service points (ex. medical assistance, patient management, treatment and clinical care, transportation and treatment of patients, management of clinical waste).</td>
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</tr>
<tr>
<td>Establish training programs in epidemic prevention (in. mastering the disinfectant use skills, cleaning public places and disposition of emergency).</td>
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<td></td>
</tr>
<tr>
<td>Verify the registration details on the site and, when appropriate, inform the health authorities on this process.</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

Monitor new sources of information and establish processes to act accordingly (eg designate a team to follow local news, podcasts and practice rumor checks; establish mechanisms for the prevention and epidemic control).

Create and manage a procedure for address the concerns of people on the premises (eg direct line).

Monitor crowd movements in real time and establish processes to act accordingly (eg use technology to track attendees; bracelets; Heatmap apps). Monitor crowd movements in real time and establish processes to act accordingly.

Source: World Health Organization - Key planning recommendations for mass gatherings in the context of COVID-19
Application of COVID-19 Risk Management Recommendations

1. Consider appointing a particular person to lead the implementation of the recommendations and give that position a specific title, e.g., Director of Hygiene, Chief Health Officer, Chief Virus Control Officer, Head of Infection Control or Risk Director. This helps create status, focus, and clarity, while showing clients the importance and emphasis placed on health safety and the pursuit of a controlled environment.

2. Actively involve the legal and compliance area of your organization and where necessary Human Resources and IT specialists for the application of the recommendations, as these personnel can add fundamental skills and knowledge to the “possible” application of the measurements.

3. When applying and implementing the recommendations, take into account the measures and guidance of the national government as much as possible.

4. Keep your partners and other stakeholders informed about the use of the recommendations and use it to keep them actively engaged so that they can, as appropriate support, align and integrate with your framework (adoption). It is not only events, meetings, congresses and trade shows that witness the rapid growth of new ideas and health security measures, from the quite simple to the advanced, such as the “All Secure Standard” public initiative. So are many other industries linked to trade. Hospitality, transportation, equipment manufacturers, companies and associations are dedicated to producing a wealth of new knowledge and approaches. Keeping your partners and stakeholders informed and, where possible, aligning yourself, should help you collaborate and avoid wasted effort.

5. Identify who, in terms of regulators/authorities, is the “final decision maker” in early resumption of operations and involve that authority as soon as possible. Before the COVID-19 crisis, local authorities used to exercise the greatest control over a venue or event, but in many countries this power has risen, albeit temporarily, as national government agencies have come to dominate consideration and the enactment of new health security requirements for COVID-19.

6. Conduct audits against established checklists (“are we doing things right?”) And organize an evaluation process for the broader question “are we doing the right things?”

Do this with a combination of HSE (Health, Safety and Environment), non-HSE personnel, and outside personnel to achieve a level of independence in monitoring the performance of health control measures and to obtain information from people on the floor of work they can develop ideas for improvement on their own. Capture such ideas, consider them, and apply helpful feedback for improvements. This is an entirely new situation, and your own staff will be invaluable in helping you determine what works, what doesn’t, and how things could (even) work better.

7. Keep in mind that customers can file even more additional demands on your framework.

8. Take the opportunity to position and highlight the framework as part of your duty of care and good governance efforts.

Duty of Care legislation differs in many countries, but it generally boils down to two main points: your premises must be a safe place to work, and it must be a safe place to visit.

9. Use authorized sources and resources to help implement the framework.

Reliability, quality, and verifiability of supplies are important in working towards an efficient and effective health and safety framework.

See full document
Sources of interest

- **WHO**: Key planning recommendations for mass gatherings in the context of COVID-19
- **“Safe Travels”**: Global Protocols & Stamp for the New Normal
- **SUPPORTING JOBS AND ECONOMIES THROUGH TRAVEL & TOURISM**
- **UNWTO**: How are countries supporting tourism recovery? Barómetro
- **OMT, COVID-19, impacto de la pandemia**

Acknowledgement

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- **INPROTUR – ARGENTINA**
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- **AGORA CONVENTION CENTER**
- **COSTA RICA CONVENTION BUREAU**
- **CONCEPCIÓN CONVENTION BUREAU**
- **ICT – COSTA RICA**
- **INGUAT – GUATEMALA**
- **GUAYAQUIL CONVENTION BUREAU**
- **MINISTERIO DE TURISMO ECUADOR**
- **MINISTERIO DE TURISMO REPÚBLICA DOMINICANA**
- **MINISTERIO DE TURISMO URUGUAY**
- **ENJOY PUNTA DEL ESTE**
- **PERSPECTIVA OPC**
- **MICE CONSULTING**
- **GREATER MEDELLÍN**
- **GREATER BOGOTÁ**
- **PROBARRANQUILLA**
- **SAO PAULO CONVENTION BUREAU**
- **SALVADOR DESTINATION**
- **GRUPO ELIS**
- **ATP – PANAMÁ**
- **CONGREX – PANAMÁ**
- **ASUNCIÓN CONVENTION BUREAU – PARAGUAY**
- **PROMPERU – PERÚ**
- **PUNTA DEL ESTE CONVENTION & EXHIBITION CENTER**
- **QUITO TURISMO**
- **VIÑA DEL MAR CONVENTION BUREAU**
- **NORTHSTAR**