



OVERVIEW

Over 1,200 of the world's leading business chamber leaders and professionals convened in Sydney in September 2017 to exchange and develop community best practice. In a nod to Sydney's growing stature in the international economic marketplace, the International Chamber of Commerce's World Chambers Federation held their signature event, the 10th edition of the World Chambers Congress (10WCC) in the city, welcoming delegates from over 100 countries to the new International Convention Centre Sydney (ICC Sydney).

Uniting 12,000 business chambers from across the globe, the 10WCC is a forum for their leaders to network, solve issues that impact businesses globally and create new business opportunities. By hosting the Congress, the host city's business achievements were given a global audience. The benefits from international meetings such as the 10WCC are such that all delegates are able to identify potential for international business opportunities with the host city, whilst also creating lasting connections. At the 10WCC, Sydney showcased its innovative small business scene, strong global thought-leadership, and its enviable position to successfully connect businesses in the Asia-Pacific region.

"This was the first time that Sydney played host to the World Chambers Congress and it was an incredible experience. Australia's largest city is vibrant, dynamic and multicultural - all of which make it an attractive location to do business,"
Chair of the ICC World Chambers Federation, Peter Mihok

EVENT SNAPSHOT



1,200 business chamber leaders and professionals



Covering more than **110** countries



Representing over **45** million companies, particularly small to medium sized enterprises



Global network of **12,000** chambers providing unique business development opportunities

STRATEGIC ALLIANCE

Bidding for an international meeting can often be a lengthy process. Partnering with a specialist bidding organisation increases the potential for success, as was the case with Sydney securing the 10WCC.

The New South Wales (NSW) Chamber of Commerce and Sydney Business Chamber partnered with Business Events Sydney (BESydney) to win this major international meeting for Sydney and Australia, beating strong competition from Asia-Pacific neighbours: China, India and Philippines.

"There is no way we could have presented the bid we did without BESydney's support, they became a part of the team from the very start" said Senior Manager of Public Affairs at NSW Business Chamber, Damian Kelly.

"BESydney also provided us with key support once we had won the event. They were able to harness their networks to assist us in bringing all of the pieces together. If we had missing pieces, they were able to swiftly suggest ways we could fill it," Kelly said.

BESydney's approach to securing and hosting international meetings for Sydney ensures clients have a well-connected partner on the ground throughout the bidding stage, all the way through planning and hosting. A key aspect of BESydney's client-centric approach is to foster the relationships between the client

and local stakeholders; from venues and industry-related providers, to government, local business and community leaders, and academia.

One of the major challenges during the bidding process was the fact that Sydney was without a major functioning convention centre. The new convention centre, ICC Sydney, located in the heart of the city's Darling Harbour precinct, was however in the process of a purpose-rebuild. CEO of ICC Sydney, Geoff Donaghy said securing the 10WCC while the venue was still under construction is a true testament to all parties involved.

"ICC Sydney provides the ultimate space to think, collaborate and innovate, and we were thrilled to deliver an event that brought delegates from across the globe to Sydney," Donaghy said.

BUSINESS AND PLEASURE

ICC Sydney facilitated a seamless Congress experience, showcasing the latest in innovation and technology to offering seasonal and fresh meals for delegates.

Director at the International Chamber of Commerce's World Chambers Federation, Anthony Parkes was impressed by the modernity and efficiency of the new building.

"For me, the technology of ICC Sydney and the layout were two key elements that facilitated the dynamics of an innovative modern-day event. The area where we

held the exhibition was nicely placed between the plenary hall and workshop rooms, allowing a seamless fusion of traffic and networking. The natural light beaming in from Darling Harbour and seeing the city skyline made us feel connected to the outside world," said Parkes.

Parkes also noted the central location of the convention centre provided delegates with ease of access around the city and an insight into Sydney's myriad of offerings, including an array of local fine dining restaurants, a wide selection of Asian cuisine in Chinatown, the local zoo full of Australian native wildlife and Sydney's harbour boat experiences.

"Sydney is ideal for delegates in so many ways, it's the perfect eco-system for an international convention centre and provides delegates the opportunity to experience the true taste of Sydney and Australia," Parkes said.

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