



Press Release

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INCON's Seminar puts focus on Jerusalem's draw as a premier meetings destination

INCON, the partnership of the world's leading conference and event companies joined up with INCON's preferred supplier, the Jerusalem Convention Bureau and INCON's local partner Ortra for an Industry seminar that tackled innovative concepts in Meetings Management – in technology, medicine and winning future business.

The INCON Partners who collectively manage budgets in excess of €1 billion across 170 destinations were thrilled with their experience. Roslyn McLeod, INCON Co Chair remarked: *"I have been to Jerusalem several times for various congress over the years. This time, I was struck with the experience that is being offered to potential congress organisers. Many of the historical sites lend themselves to be the most interesting meeting venues. The multiple and diverse hotels offerings as well as the rich culture and food are also enticing".*

Amir Halevy, CEO of the Ministry of Tourism who addressed the seminar on Government measures to support international bids remarked: *"Once in a conference life time, the conference must come to Jerusalem".* It was broadly agreed among all those present, that the Country and City felt very safe. In fact, if we benchmark crime rate statistics in other international cities, Jerusalem is much less dangerous. That being said, the city and the government are aware of the perceptions of Jerusalem as a meeting destination. To give more confidence to conference decision makers, Mr Halevy presented Jerusalem's innovative insurance measure "[Safety Net](#)" which he hopes will make congress owners feel more confident when they choose Jerusalem as a meeting destination.

Ilanit Melchior, Director of Tourism for the Jerusalem Development Authority, explained *"We have always known of the special potential of Jerusalem as a conference destination. With the launch of the Jerusalem Conventions and Visitor's Bureau, we are now able to streamline our efforts to attract large scale conventions and conferences, offering financial incentives as well as logistical support. INCON is for us a natural partner, and we greatly look forward to working with them to bring more congresses to our city."*

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About INCON

INCON is a partnership of the world’s leading conference organisers and event management companies. The partnership covers 170 destinations and employs a total of 3,000 staff. INCON has substantial purchasing power and organises annually 10,000 projects, serves 3 million delegates, and manages budgets in excess of €1 billion.

The INCON Partnership includes the following companies:

INCON Partners



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