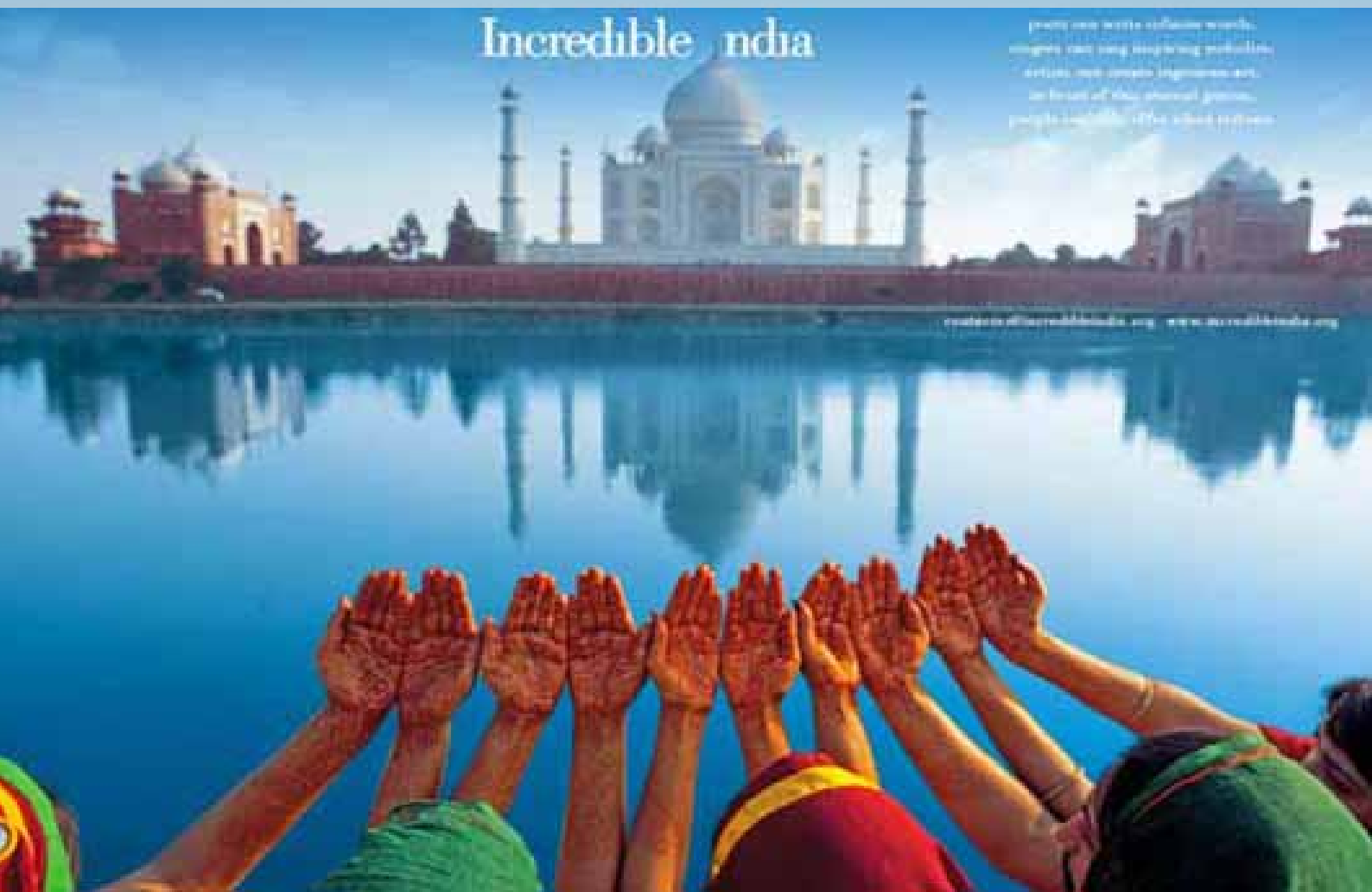




# **BRIC markets**

**focusing on Russia, India, China**  
**an opportunity for European cities**  
**Zagreb, 6th - 9th June 2012**



Incredible india

from one world to another  
cities are not just buildings  
they are the heart of the nation  
people are the real treasure

www.incredibleindia.org

## Zagreb - birthplace of the cravat and the pen and much else besides!

Zagreb has a long and eventful history which stretches back to 1094. It was unified as an urban entity on 7 September 1850, providing it with a platform on which to develop into a modern central European city and – with the dissolution of Yugoslavia - to be crowned capital of the independent nation state of Croatia. The city sits on the southern slopes of the Medvednica Nature Park whose highest peak can be reached by foot or cable car. Over one million people live in Zagreb and more than half a million tourists visits are nowadays recorded each year, reflecting its importance as a centre for business and events tourism as well as for holiday trips.

ECM delegates will be able to enjoy its warm summer climate, soak up its Mediterranean atmosphere, and discover its heritage, shopping, cuisine and cafe culture. Look out for the colourful Dolac fish, fruit and vegetable market and for the masterpieces on display at the Mimara Museum. The Museum of Broken Relationships will bring out tears and laughter in equal measure!

### **BRIC markets - with a focus on Russia,India,China**

The theme of the ECM Zagreb meeting this June is provided by the so-called BRIC countries, Brazil, Russia, India and China and considers the opportunity they present for the meeting and leisure industry.

In the next twenty years the world map will shift significantly to the East. China will become the largest economy in the world and India will be the third largest, just after the USA. North Asia will generate the largest increase in global outbound travel and this will exceed new growth from Europe. By 2025 there will be 136 new cities in the City 600 index – all mostly from China. The City 600 index of top Cities will generate 60% of the worlds GDP.

BRIC countries currently account for 40% of the world's population. They are characterized by High Net worth individuals and a rapidly emerging middle class with growing disposable income and an appetite for travel, discovery, trophy tourism and unique experiences. Smart green cities and grand infrastructure projects, beyond the imagination of the west, are already under way to provide new solutions to the challenge of over-population and rapid urbanisation.

BRIC buyers and consumers are highly attracted by the idea of the European City and yet the product is very little known and surprisingly under-sold. Europe stands to lose considerable market share to aggressive competitors who see the opportunity.

Our BRIC conference offers unique insight and competitive analysis into three complicated markets - China/India/Russia and helps the meeting and leisure industry prepare for a period of unprecedented change and opportunity and learn from best practice.

Our keynote speaker is Mr Amitabh Kant, CEO of Delhi Mumbai Industrial Corridor (DMIC) and the man who master-minded the Incredible India campaign - widely regarded as a master-stroke of destination branding and private-public partnership. He is also the author of a leading text on destination branding “ Branding India – An Incredible Story.”

Garry White, the new CEO of ECM, will chair the seminar and also share his personal insights and observations into this fast emerging opportunity for European cities.

Welcome to Zagreb!



Dr. Amelia Tomašević  
CEO, Zagreb Tourist Board



Dieter Hardt-Stremayr  
Managing Director, Graz Tourismus  
President, European Cities Marketing



Garry White  
CEO, European Cities Marketing

## The Zagreb Experience

Zagreb is the capital of the Republic of Croatia and is also one of Europe’s oldest cities. Located on the intersection of several important routes between the Adriatic coast and Central Europe, it has always been a unique blend of different worlds and cultures. It has excellent air and road connections with other destinations in the region and beyond.

Zagreb is known for its Gothic churches, Baroque palaces, Art Deco buildings, beautiful city parks, but is also famous for the fascinating atmosphere in the historic Upper Town and the numerous downtown outdoor cafes where the true pulse of the city becomes captivating.

Traditionally, from spring to autumn many events and exhibitions take place outdoors. They are a real treat for inhabitants and visitors alike and they largely contribute to Zagreb’s special atmosphere. They include flower and folklore festivals, music and street performers events, promenade concerts and all sorts of sporting events.

Although Zagreb is a city with a population of a million, it has nevertheless preserved its individual beauty and a feeling for relaxation.

Together with numerous cultural and historic attractions, all centrally located, Zagreb is a city of green parks and promenades with many charming places in its beautiful surroundings.

Simply, Zagreb boosts energy, motivates and brings out the best in every event and its participants.

# PROGRAMME

## CONFERENCE VENUE: WESTIN HOTEL

### WEDNESDAY 6<sup>TH</sup> JUNE

- 09.00 - 10.00 **Meetings Committee**  
Chaired by Gillian Cruddas (York)  
*Committee members only\**
- 10.00 - 10.30 Coffee break
- 
- 10.00 - 12.00 **Knowledge Group Research & Statistics**  
Chaired by Olivier Ponti (Amsterdam)  
*Group members only\**
- 10.30 - 12.00 **Conventions Committee**  
Chaired by Heike Mahmoud (ECM Vice President Conventions Forum)  
*Committee members only\**
- 12.00 - 13.30 Lunch (at own expense) **35,50€**
- 
- 13.30 - 14.30 **Board Meeting including Coordination Group**  
*Knowledge groups chairs and Board members only\**
- 14.30 - 18.30 **Board Meeting**  
*Board members only\**
- 14.30 - 15.00 **Editorial Board ECM Benchmarking Report**  
*Group members only\**
- 14.30 - 15.30 **Knowledge Group Online Marketing and Sales**  
Chaired by Ossian Stiernstrand (Göteborg)  
*Open to observers*
- 
- 15.30 - 16.00 Coffee Break
- 16.00 - 18.00 **Knowledge Group Culture and Events**  
Chaired by Catherine Dardenne (Brussels)  
*Group members only\**
- 
- 19.30 Gathering in the lobby of your hotel  
20.00 Cocktail Reception at Dverce Palace  
*address : Katarinin trg 6*  
*dress code : smart casual*

\*Group / Committee members only : please find all Committee and Knowledge Group members on [www.europeancitiesmarketing.com](http://www.europeancitiesmarketing.com)



### THURSDAY 7<sup>TH</sup> JUNE

- 08.00 - 08.45 Breakfast with the President of ECM at Westin hotel  
*This breakfast is open to all potential members and new members attending an ECM meeting for the first time.*

## BRIC MARKETS FOCUSING ON RUSSIA, INDIA, CHINA AN OPPORTUNITY FOR EUROPEAN CITIES

- 09.00 - 09.15 **Welcome & opening**  
Dieter Hardt-Stremayr, President, European Cities Marketing

### BRIC

- 09.15 - 09.30 **Seminar chairperson's overview**  
Garry White, CEO, European Cities Marketing

### INDIA

- 09.30 - 10.15 **Re-inventing city and destination branding in India and other incredible stories**  
Amitabh Kant,  
CEO and Managing Director of the Delhi Mumbai Industrial Corridor Development Corporation

- 10.15 - 10.20 **Q&A session**

- 10.20 - 10.50 Coffee with CAT Publications,  
*home of M&IT, AMI, Meetpie.com,*  
*Virtual Fam Trip and Convention Source*



### CHINA

- 10.50 - 11.30 **Needle in a haystack? Promoting Europe as a destination for the Chinese market**  
Roy Graff, RG Business Development

- 11.30 - 12.10 **Are you maximising the potential from BRIC and developing economies?**  
Sally Greenhill,  
Right Solutions Conference Venue and Destination

- 12.10 - 12.20 **Q&A session**

- 12.20 - 13.45 Lunch

### RUSSIA

- 13.45 - 14.15 **The high net worth and luxury market from Russia**  
Helen Lloyd,  
Managing Director of TMI Moscow

- 14.15 - 14.45 **Selling European cities in Russia. The opportunities and the pitfalls**  
 Alexey Volov,  
 Director of Sales and Marketing at Hotel Intercontinental  
 Moscow and member of the Moscow tourism advisory  
 Committee
- 14.45 - 15.00 **Q&A session**
- 15.00 - 15.15 **BRIC traveller trends and insights**  
 Martin Verdon-Roe, Vice President Display Sales, Trip Advisor
- 15.15 - 15.30 **Summing up by the Seminar Chairperson**
- 15.30 - 15.45 **Invitation to ECM Autumn Meeting**
- 15.45 - 16.30 Cocktail party hosted by TripAdvisor  
*Come along to discover the lucky winner of our exciting competition!*



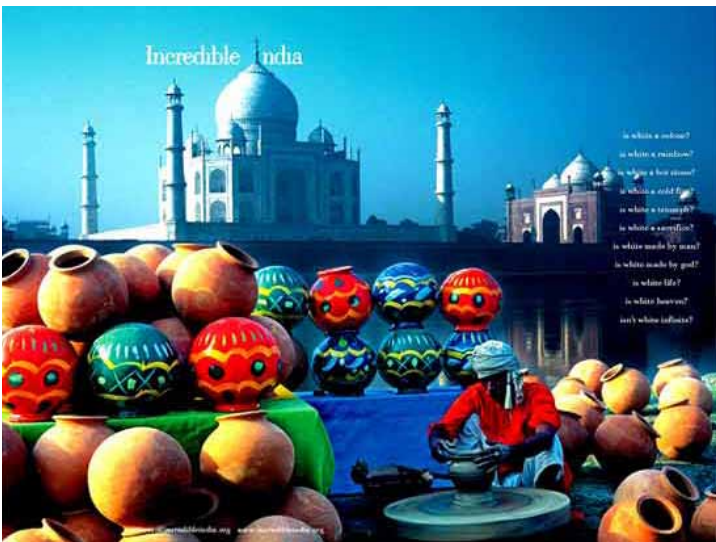
- 16.30 - 17.30 **Results of the data collection on Meetings Statistics**  
 Olivier Drouet, ECM economic analyst  
 Olivier Ponti, Amsterdam Tourism and Convention Board

16.00 - 18.00 **Chief Executives' FORUM**  
*Session dedicated to CEOs - upon invitation*

A CEO perspective on achieving break-through with the Incredible India campaign - Amitabh Kant

Open discussion  
 «The opportunity to market and sell European Cities in India and China»

- 19.30 Gathering in the lobby of your hotel  
 20.00 Seated Dinner at Mimara Museum  
*address: Rooseveltov trg 5*  
*dress code: smart casual*



The Incredible India campaign

## ECM WELCOMES MR. AMITABH KANT

Amitabh Kant is the Chief Executive Officer and Managing Director of Delhi Mumbai Industrial Corridor Development Corporation – the largest infrastructure project in India since Chandigarh which involved leading architects such as Le Corbusier. The DMIC initiative has a budget of US 90 billion and involves the creation of seaports, airports and up to 36 smart new cities.



Mr. Amitabh Kant is also the author of “Branding India – An Incredible Story” and has been the key driver of the “Incredible India” and “God’s Own Country” campaigns which positioned and branded India and the Kerala State as leading tourism destinations. Both these campaigns have won several international awards and embraced a host of activities - infrastructure development, product enhancement, private-public partnership and positioning and branding based on extensive market research.

Mr. Kant also conceptualized and executed the “AtithiDevoBhavah” – “Guest is God” campaign to train Taxi Drivers, Guides, immigration officials and make them stake holders in the tourism development process.

Mr. Amitabh Kant was also the National Project Director of the Rural Tourism Project of UNDP which made a paradigm shift in spreading tourism to Indian villages which had core-competency in handicrafts, handloom and culture. During his tenure India Tourism focused on infrastructure development, diversification of India’s tourism products and raising the quality of its products and services. Mr. Kant has worked as Joint Secretary, Ministry of Tourism, Government of India.

## FRIDAY 8<sup>TH</sup> JUNE

- 08.30 - 11.00 **ECM Ordinary and Extraordinary General Assembly**  
*ECM members only*
- 11.00 - 11.30 Coffee Break
- 
- 11.30 - 12.30 **Knowledge Group Online Marketing and Sales**  
*Open session for all delegates*
- 11.30 - 12.30 **Knowledge Group City Cards**  
City Cards – latest developments in Europe  
*Wendy Sieger Kintzen, chairperson and business unit manager Amsterdam Tourism & Convention Board*  
*Open session for all delegates*
- 11.30 - 13.00 **Knowledge Group Tourist Information Centres**  
Chaired by Synne Myhre (Oslo)  
*Observers welcome*
- 11.30 - 13.00 **Best Practice Session for members of the Conventions Forum**
- 12.30 - 14.00 Lunch
- 
- 13.30 - 14.00 **Meetings Committee Lunch**  
*Committee members only\**
- 14.00 - 15.30 **Knowledge Group Tourist Information Centres**  
ECM City Hospitality Project  
*Speakers tbc*  
*Open session for all delegates*
- 14.30 - 15.30 **Knowledge Group Research and Statistics**  
Results of the data collection on Meetings Statistics  
*Olivier Drouet, ECM economic analyst*  
*Olivier Ponti, Amsterdam Tourism and Convention Board*  
*Open session for all delegates*
- 15.30 - 16.00 Coffee Break
- 
- 16.00 - 16.30 **Knowledge Group Editorial Board**  
ECM Benchmarking Report 2012 - latest developments in city tourism  
*Speaker tbc*  
*Open session for all delegates*
- 16.00 - 17.00 **Knowledge Group Culture and Events**  
Presentation of the group's goal, open discussion and best practice  
*moderated by Catherine Dardenne, visit Brussels and Nathalie de Neve, Tourism Gent*  
*Open session for all delegates*
- 16.00 - 17.30 **Visit to Zagreb Tourist Information Centre**  
*Open session for all delegates*

- 19.30 Gathering in the lobby of your hotel  
20.00 Seated dinner (at own expense) at Okrugljak restaurant - **price : 40€ per person**  
*address: Mlinovi 28*  
*dress code: smart casual*

## SATURDAY 9<sup>TH</sup> JUNE

**OPTION 1** **Zagreb sightseeing tour**  
09.00 - 12.00 *free of charge - please register*

**OPTION 2** **One day trip to Opatija**  
09.00 - 20.00 *70€ per person - please register*

- 09.00 Departure from Zagreb  
11.30 Arrival to Opatija + guided tour  
12.30 Boarding on a ship  
*(Welcome snack, Sightseeing from sea, Boat ride to island Krk, Lunch, Boat ride along island Cres)*  
17.30 Return to Opatija  
17.30 Bus departure towards Zagreb



# SOCIAL PROGRAMME

Saturday 9<sup>th</sup> June

## Option 1

### Zagreb Sightseeing Tour on foot and by bus - fun and interactive city tour

**09.00**      **Gathering in the lobby of Westin Hotel**

**Stroll by the numerous Lower Town landmarks including the Mimara Museum, Arts and Crafts Museum, The Zagreb University, Croatian National Theatre, pedestrian shopping zones and squares packed with street performers and spectators, take a part in a performance set by a visiting artist.**

Enjoy the famous Zagreb Saturday Promenade Concerts in the most beautiful Zrinjevac City Park... Witness the change of the guard ceremony in front of the Croatian Parliament in the medieval Upper Town...Take a ride on the Zagreb Furnicular...Have your photo taken in front of the colourful St. Mark's Church and catch the best view of Zagreb from the Lotrščak Tower Belvedere....Find out how the cravat got its name and why Zagreb is home to the first mechanical pen in the world...Listen to the story of bilingual street signs in the Upper Town...Greet the bronze (but also a real!) peasant woman in the unique Dolac food market in the open...Discover bits and pieces about Zagreb's Romeo and Juliet, public and secret love stories...Visit the stunning Zagreb cathedral and take a break in the sun in one of the many cafes in the central Ban Josip Jelačić Square.

**12.00**      **Back to Westin Hotel**

*free of charge - please register in advance*



## Option 2

### One day trip to Opatija

**08.45**      **Gathering in the lobby of Westin Hotel**

**09.00**      **Departure from Zagreb**

**11.30**      **Arrival to Opatija + guided tour**

**12.30**      **Boarding on a ship**

(Welcome snack, Sightseeing from sea, Boat ride to island Krk, Lunch, Boat ride along island Cres)

**17.30**      **Return to Opatija and bus departure towards Zagreb**

*price : 70€ per person - please register in advance*

## DINNER VENUES

### Wednesday 6<sup>th</sup> June

#### Cocktail Reception at Dverce Palace

A galant neo-renaissance city palace, one of the most popular buildings in the Zagreb's historical core – the Upper Town. Built within an original 13<sup>th</sup> ct. city walls, since 1912 it is being used for gala receptions and very special promotions hosted by the Mayor of Zagreb.

Throughout centuries it was owned by various aristocratic families. The last owner was the famous Croatian Vranzany-Dobrinovic family (1849 to 1912) who was the social landmark of the region at that time. Impressive and trendy balls and social functions were organized in the stylish ballroom on the first floor according to the Central European pattern.

All the art work – furniture, paintings and numerous artefacts are enlisted in Croatian Cultural Heritage List.

adress : Katarinin trg 6

dress code : smart casual

### Thursday 7<sup>th</sup> June

#### Seated dinner at Mimara Museum

The Mimara Museum was opened in 1987 and is situated inside a neorenaissance building which was built in 1895. Since 1987 (until then it was a secondary school) an art collection donated to Croatia by Wiltrud and Ante Topic Mimara has been placed here. The Mimara Museum is located in one of Zagreb's most beautiful squares in the city center. The size of the building itself and its splendid interior make it a perfect choice for organizing large and small exclusive meetings. For added convenience, there is a very beautiful space in front of the building which enhances the luxury of this neo-renaissance monument, and it offers meeting organizers new possibilities in creating and organizing events.

adress : Rooseveltov trg 5

dress code : smart casual



### Friday 8<sup>th</sup> June

#### Seated dinner at Okrugljak Restaurant - at own expense (40€ per person)

“Okrugljak” is probably one of the most authentic from among Zagreb restaurants and certainly one of the most traditional establishments in the north of Croatia.

“Okrugljak” is definitely one of the highlights of Zagreb's gastronomic and traditional offer and the inhabitants of Zagreb and their guests have been taking great delight in its extensive menus and high standards for more than a century.

adress : Mlinovi 28

dress code : smart casual



# HOTEL INFORMATION

**All reservations to be made directly to the hotels by fax. Please download booking forms from the event website. For Westin, please book your room online. Please give the reference “ECM General Assembly” when booking.**

## **Westin Hotel \*\*\*\*\*** (Hotel venue) - Izidora Kršnjavoga 1, Zagreb

The Westin Zagreb is a 5 Star landmark hotel centrally located in the very heart of Zagreb. The hotel is situated in a leafy green area adjacent to the Mimara Museum and world famous National Theater and Opera House, and is within easy walking distance to central square, markets, the many trendy cafes, restaurants, designer boutiques, rich cultural attractions and capital city business destinations.

Room rates (breakfast included. City tax, approx. 0,92 € / day / person is not included)

Single room: **119€** /night

Double room: **136€** /night

e-mail: [Leon.Begic@westin.com](mailto:Leon.Begic@westin.com)

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



## **Palace Hotel \*\*\*\*** Trg J. J. Strossmayera 10, Zagreb

The Palace Hotel Zagreb, is situated in the formerly known Schlessinger Palais, surrounded by the most beautiful city park, galleries, museums, Academy of Science and Art, the Palace hotel has opened its doors in 1907 and is the most historic hotel in the city. Located only 5 minutes walk from the historic centre and main square it's the ideal place for both business and leisure travelers.

Room rates (breakfast included. City tax of 0,96 € / day / person is not included)

Single room: **90€** /night

Double room: **105€** /night

e-mail: [palace@palace.hr](mailto:palace@palace.hr)

[www.palace.hr](http://www.palace.hr)



## **Dubrovnik Hotel \*\*\*\*** Gajeva 1, Zagreb

Hotel Dubrovnik is situated on the main Zagreb square called “Trg Ban J. Jelačić”, this ideal location can serve as your gateway to the very heart of the city. At your doorstep, you will find the most important cultural, government and business institutions, the main shopping area, the open-air market, lively cafes and taverns, historical upper town and parks and promenades.

Room rates (breakfast included. City tax of 1 € / day / person is not included)

Single room: **600 HRK** - approx. **81€** /night

Superior room: **700 HRK** - approx. **95€** /night

Double room: **800 HRK** - approx. **108€** /night

e-mail: [iperkovic@hotel-dubrovnik.hr](mailto:iperkovic@hotel-dubrovnik.hr)

[www.hotel-dubrovnik.hr](http://www.hotel-dubrovnik.hr)



Cancellation policies stated page 10

Please see itineraries under “Practical Zagreb” page 11

## CONFERENCE FEES

	Before May 1	After May 1
ECM Members (1 <sup>st</sup> & 2 <sup>nd</sup> delegate)	EUR 420	EUR 470
ECM Members (3 <sup>rd</sup> delegate & more)	EUR 380	EUR 430
ECM Members 1 day fee*	EUR 220	EUR 270
Non-members	EUR 520	EUR 570
Accompanying persons**		Free
Lunch at Westin Restaurant Garden, 6 <sup>th</sup> June		EUR 35.5

*The conference fee includes attendance to the conference, lunches on Thursday and Friday, cocktail reception on Wednesday and seated dinner on Thursday and coffee breaks.*

*\* 1day fee includes attendance on 1 day and either cocktail reception on Wednesday OR seated dinner on Thursday.*

*\*\*Partners/Spouses may take part as an accompanying guest that includes lunches on Thursday 7th June and Friday 8th June at Westin, as well as cocktail reception on Wednesday 6th June and dinner on Thursday 7th June. City tour in Zagreb on Saturday 9th June is also included. They will NOT be able to attend the 3 days meeting.*

## REGISTRATION

Please visit [www.europeancitiesmarketing.com](http://www.europeancitiesmarketing.com) and register online before May 1<sup>st</sup>, 2012. If you have any questions, please contact Katy Schmitt at [katy@europeancitiesmarketing.com](mailto:katy@europeancitiesmarketing.com).

## PAYMENT & CANCELLATION POLICIES

### Conference

The conference fee is payable by Paypal or bank transfer to ECM via the online registration platform.

Any cancellation must be sent in writing to [katy@europeancitiesmarketing.com](mailto:katy@europeancitiesmarketing.com). In case of cancellation by 22<sup>nd</sup> May 2012 we will refund your registration fee. After this date a cancellation fee of 100 € will be charged.

### Hotels

Hotel rooms rates are guaranteed (upon availability) until:

21<sup>st</sup> May at Palace Hotel

27<sup>th</sup> April at Dubrovnik hotel

#### Westin hotel :

*Cancellations within 24 hours prior to arrival as well as no-shows on the expected arrival day will result in a 100% charge of the agreed accommodation expenses for the first night of stay*

#### Palace hotel :

*Cancellation policy without penalty is 24 hours prior to arrival. Thereafter, the first night's accommodation will be charged to your credit card. In case of no-show, the first night's accommodation will be charged to your credit card*

#### Dubrovnik hotel :

*Free cancellation 48 hours before arrival. Thereafter one night fee will be charged.*

# PRACTICAL ZAGREB

## How to get to the hotels

Please find a hotels location map page 9

### By taxi to any of the 3 hotels

approx. 20 minutes drive and 200 HRK (~26€)

### By Zagreb airport bus to downtown Zagreb :

served by comfortable coaches that run from Zagreb wider city centre – Central Bus Station (Autobusni Kolodvor) to the Airport and back. The bus journey takes about 20 – 25 minutes, depending on the traffic conditions. The ticket is 30 HRK – (~4 €)

Timetable available at <http://www.plesoprijevoz.hr/news.htm>

### From Central bus station to

Westin : tram no.2, get off at the 5th stop, walk 50 m to the hotel

Palace : tram no.6, get off at the 4th stop in front of the hotel

Dubrovnik hotel : tram no. 6, get off at the 5th stop at the central Ban J. Jelačić city square, walk 50 m to the hotel

*Tram tickets can be bought at a newspaper kiosk; one way ticket is 12 HRK (~1,6€)*

## How to get to Palace hotel and Dubrovnik hotel from venue Westin

### To Palace hotel

15 min walk to the Palace Hotel. From the Westin take Vukotinovićeve, Žerjavićeve and Trenkova St., until you reach Strossmayer Square, turn left and walk another 50 m.

or tram 2, 4, 9, get off at the 2<sup>nd</sup> tram stop at Central Railway Station. Then tram no.6 or 13 and get off at the next stop, right in front of the Palace Hotel.

### To Dubrovnik hotel

15 min walk through the busy downtown shopping streets. From the Westin, walk past the Mimara Museum, Arts and Crafts Museum, The Opera House and then take Masarykova St. to the Flower Square. Another 200 m through Bogoviceva St. pedestrian zone and you are in front of the Dubrovnik Hotel.

or tram no. 12, 13, 14, 17, get off at the 3<sup>rd</sup> tram stop at the central city square – Trg bana Josipa Jelačića. Walk another 50 m to the Dubrovnik Hotel.

## Practical information

### CLIMATE

Average temperatures in June : 20°C to +25°C

### TIPPING

the tip and taxes are included in the bill

### CURRENCY

Croatian Kuna (HRK). 1 EUR = 7,5 HRK currency rate as per 4<sup>th</sup> April 2012

### TIME ZONE

GMT + 2 hours

## WITH SPECIAL THANKS TO OUR LOCAL SPONSORS



## In cooperation with



For further information please contact:  
European Cities Marketing  
29 D rue de Talant, 21000 Dijon, France  
Tel. +33 380 56 02 04  
Fax +33 380 56 02 05  
[katy@europeancitiesmarketing.com](mailto:katy@europeancitiesmarketing.com)  
[www.europeancitiesmarketing.com](http://www.europeancitiesmarketing.com)