

PRESS RELEASE:



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Ovation Global DMC announces expansion in Asia Pacific meetings and incentive marketplace

Ovation Global DMC continues its global expansion with the opening of the company's first office in China. Announced to the global meetings and incentive market today at the leading events show IMEX, Frankfurt the announcement represents an ambitious expansion of the Ovation Global brand launched in 2007.

This new development draws on the experience of an expert local team in delivering high touch incentive and corporate meeting programs in the vibrant Chinese market. The China Meetings Industry Research Report 2007 highlighted that 82% of the international buyers surveyed planned to increase their annual event expenditure in China in 2008. With Beijing forecast to be the most used destination, Shanghai is expected to rank second, increasing its market share from 39 to 68%.

Commenting on the announcement, the company's Managing Director Patrick Delaney said "We have been keen to develop an Ovation presence in China for some time and believe the opening of our office in Shanghai will redefine the concept of destination management services by offering fully integrated services in one of the world's most dynamic and motivational destinations". Joint Managing Director Pádraic Gilligan added "China was missing on the Ovation Global map and I am delighted this office is now reality. We are extremely happy to be able to offer new DMC capabilities in China to Ovation Global's loyal customer base".

Ovation Global DMC is the world's first global, wholly owned DMC organisation offering consistent world class standards at 13 local destination locations around the EU, Gulf States of the Middle East and Asia. Ovation's German office, headed by Matthias Spacke, is based in Berlin, the city ranked second best internationally for meetings in the current 'International Association Meetings Market 2007' study released by the International Congress & Convention Association (ICCA).

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