



World PCO Alliance

December 2009

KWC Together with Partners from Asia has founded the World PCO Alliance

This pioneering initiative aims at elevating Asia Pacific as a powerful emerging market for regional and international association meetings.

All members of the Alliance are leaders in the meeting industry in their respective countries and regions and are contributing to the development of the local MICE industry.

Partners of WPCOA:

- KW Conferences, India
- China Star Professional Programs, China
- Congress Corporation, Japan
- People-X, Korea
- AOS Conventions & Events, Malaysia
- Ace: Daytons Direct, Singapore
- K&A International, Taiwan

WPCOA's main objectives include:

- to collaborate together and to ensure the effective promotion and marketing of members' events in the region and the world at large
- to collectively share and exchange knowledge such as MICE education, technology, latest findings and other information and experiences for mutual benefit and development of the industry
- to further build and grow business leads, particularly in the association meeting industry
- to create alliance bases for PCO's who may not have regional reach or presence except through the World PCO Alliance, hence attracting more business interests and generating a stronger presence, with a wider network of support.

The inaugural meeting of the Alliance was held at the 48th ICCA Congress, 7-11 November 2009, Florence Italy. Anthony Wong from AOS Conventions & Events Sdn. Bhd. was elected as the President and Kayo Nomura from Congress Corporation as the Secretary.