

NEW MEMBERS FOR WORLD PCO ALLIANCE

by *Shannon Sweeney* 29-Jul-10, 12:00

Source: http://www.cei.asia/Weekly-Highlightsarticle/2010_07/New-members-for-World-PCO-Alliance/40345

Regional events to benefit from greater collaboration

KUALA LUMPUR The World PCO Alliance has expanded its membership to 15 professional conference organisers (PCOs).

The new members include Creative Destination Management from Thailand and Congress Solutions International from United Arab Emirates.

“As a World PCO Alliance member we will be privy to the group's sharing of new developments, information, best practices and staff training as well as event support,” said Sumate Sudasna, managing director, Creative Destination Management.

“In turn, our clients will benefit from the synergy. We have already discovered that some of the PCO members have mutual customers and if a client is satisfied with services of one member, he or she can have confidence in appointing a fellow alliance member in another location.”

Other new members are based in Denmark, France, South Africa, Ireland and Argentina.

The alliance was conceived in 2009 by seven members from China, India, Japan, Korea, Malaysia, Singapore and Taiwan.

Alliance members have set out to exchange best practice, improve service quality and streamline operations and sales in order to maximise outcomes for clients and member PCOs.