



PRESS RELEASE

MINISTER FOR TOURISM TO ATTEND CONFEX

John Penrose MP, Minister for Tourism, will attend the opening day of International Confex and the International Outdoor Events Exhibition (IOEX) following the collective efforts of the Britain for Events campaign, International Confex, the All Party Parliamentary Group and Visit England.

The Minister will attend a networking event before touring the exhibition to gain further insight into the UK events industry. His attendance follows work done by the industry to gain government support for UK events and the Minister's growing interest in the sector and what it can achieve for the growth of UK tourism.

Talking on behalf of the Britain for Events campaign, Michael Hirst, Chair of the Business Visits & Events Partnership commented, "This is a really significant endorsement of the UK events industry and a sign of its growth on the government agenda."

"As the UK's premier events exhibition, the lack of senior government attendance in the past has been disappointing, so it's great news that John Penrose has given up his valuable time to attend," Hirst concludes.

"This is a tremendous endorsement of the show and we're delighted to welcome the Minister to Confex this year," comments Jonny Sullens, Portfolio Director, Confex Group. "There is no better place for government to witness the professionalism, creativity and all round quality of the UK events industry."



International Confex will take place 6-8th March 2012 with John Penrose MP scheduled to attend on the afternoon of the 6th March.

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www.international-confex.co.uk

www.britainforevents.co.uk

info@britainforevents.co.uk

Notes to editor

About Britain for Events

Now in its 10th year, Britain for Events is an annual campaign designed to promote the value of event tourism to the British economy and celebrate the creativity of those organisations within it.

Endorsed by the Minister for Tourism, John Penrose MP, the Business Visits and Events Partnership and national tourism body VisitBritain, the campaign also has the support of the regional tourism bodies from England and Scotland, along with a number of high profile industry and corporate brands.

The campaign will run until March 2012, focusing on every aspect of the events industry from live music and sport, festivals and cultural events to meetings and conferences, exhibitions and trade shows.

For further information please contact:

Alistair Turner at Davies Tanner

Telephone: + 44 (0)1892 617 904 / 07801 710 238 /

email: alistair.turner@daviestanner.co.uk