**IAPCO Council Meeting gets the Gothenburg effect**

**Gothenburg is expanding and emphasizes its importance as a meetings and congress city. This week Sweden’s second city welcomes the IAPCO Council Meeting to one of its main meetings venues; The Swedish Exhibition & Congress Centre.**

Imagine a city with the flight list of a metropolis but the smoothness of a small town. There you have Gothenburg. The rapid development in recent years has contributed greatly to the city’s reputation as a meetings city.

Gothenburg is one of [IAPCO's](http://www.iapco.org/) (The International Association of Professional Congress Organisers) partner cities in 2017. Göteborg & Co, the Gothenburg Convention Bureau, together with Swedish Exhibition & Congress Centre and Gothia Towers, hosts the prestigious board meeting, the IAPCO Council Meeting, 11-14 May.

“We are really impressed by the welcome that the destination development and marketing company, Göteborg & Co and its Convention Bureau, gives us,” says **Sarah Storie-Pugh**, IAPCO Executive Director. “It’s a huge relief for any organisation or association to be able to approach a partner with a series of needs and to know that they will be met and that your expectations will be exceeded.”

**Camilla Nyman**, CEO of Göteborg & Co, the Destination Marketing and Development Organisation which includes [Gothenburg Convention Bureau](http://www.goteborg.com/meetings), says, “Gothenburg has gained an excellent reputation as a meetings city over the past 30 years. The city’s success is based on our ability to partner and collaborate with clients, hotels, restaurants, industry and the academic world. And not least the warm hospitality. It is our hope that IAPCO gets a good experience about what the meeting city Gothenburg has to offer conference organisers around the world.

A meeting in Gothenburg is more than a meeting. In recent years, Gothenburg has taken up the fight with the European capitals on the title of most attractive meeting place. In addition to the city’s ability to bring together the innovative business community, a knowledge-intensive academy, and a sustainability focus, it also has the perfect size and closeness to both fun activities, great food and nature within walking distance.

IAPCO's participants get the opportunity to explore Gothenburg and experience the opportunities offered in the city, including impressive Gothia Towers, with 1,200 hotel rooms and the Swedish Exhibition & Congress Centre, one of Europe’s largest and most heart-of-the-city meeting point with everything under one roof, from hotel and restaurants to spa and meeting areas.

Recently the Swedish Exhibition & Congress Centre, presented the third phase of its expansion plans. The planned expansion includes larger entrances, flexible meeting and event facilities and increased hotel capacity. The aim is to achieve a total hotel capacity of roughly 2,000 rooms by 2030.

**Carin Kindbom**, President and CEO of the [Swedish Exhibition and Congress Centre Group](http://svenskamassan.se/en/), says, “We’re delighted to host the IAPCO Council Meeting and look forward to taking part of their unique pool of experience, showing them everything we can offer and provide. We’re expanding our venue in order to meet a greater demand from international associations, and to reach our vision of becoming Europe’s most attractive meeting place. Welcoming the IAPCO Council Meeting is an important step in our strategy to further establish ourselves and Gothenburg on the map.”

More information on Gothenburg: <http://www.goteborg.com/en/>

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