



WORLD PCO ALLIANCE SPREADS its WINGS in AFRICA, EUROPE and the AMERICAS

Kuala Lumpur, June 25: The World PCO Alliance, launched last year at IMEX 2009 with seven Asian members, is proud to announce that it recently expanded to comprise 15 Professional Conference Organisers (PCOs) during IMEX2010 in Frankfurt. This cohesive group was formed by highly motivated PCOs to capitalize on the efficiency of consolidating regional conference and event services within one network and has now spread its wings to include new members from Africa, Europe and the Americas.

The World PCO Alliance's 15 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. This will be achieved through pooling the expertise and resources of the alliance members. Membership is currently based upon invitation only and comprises private and independent PCOs.

The alliance is already actively involved in staff exchange for training, sharing information for bidding, sharing current technology, addressing client referrals, exchanging knowledge and supporting and sharing best industry practices.

This World PCO Alliance was conceived and founded by seven members from China, India, Japan, Korea, Malaysia, Singapore and Taiwan in 2009. As information about the alliance became better known in the PCO industry, founding members and potential members met at IMEX 2010 and agreed upon the expansion of the global alliance. Five more applications are currently awaiting approval.

The World PCO Alliance is headed by Mr. Anthony Wong Group Managing Director of AOS Conventions & Events Malaysia who is the former Chair of ICCA Asia Pacific Chapter and former First Vice President of ICCA. Mr. Per Ankaer from International Conference Services Denmark is the Vice President and Ms. Kayo Nomura from Congress Corporation Japan is the Alliance's Secretary.

The gathering at IMEX 2010 was the second meeting of World PCO Alliance and its Annual General Meeting will be convened each year at IMEX.



World PCO Alliance

Founding Members

China:	China Star Professional Programs
India:	KW Conferences Pvt Ltd.
Japan:	Congress Corporation
Korea:	People-X, Inc.
Malaysia:	AOS Conventions & Events Sdn, Bhd.
Singapore:	Ace:Daytons Direct (International) Pte Ltd.
Taiwan:	K & A International Co., Ltd.

New Members

Argentina:	Exclusive South America
Denmark:	ICS - International Conference Services a/s
France:	Colloquium Paris S.A.
Ireland:	Keynote PCO
Portugal:	CPL Events
South Africa:	The Conference Company
Thailand:	Creative Destination Management
United Arab Emirates:	Congress Solutions International





World PCO Alliance

Standing (L-R)

Jared Man China Star Professional Programs China, **Linda Pereira** CPL Events Portugal, **Dr. Noel Mitchell** Keynote PCO Ireland, **Nina Freysen-Pretorius** The Conference Company South Africa, **Leandro Popik** Exclusive South America Argentina, **Per Ankaer** ICS - International Conference Services a/s Denmark, **Alexandre Lolliot** Congress Solutions International United Arab Emirates, **Rashmi Hazarika** KW Conferences Pvt Ltd. India, **Sumate Sudasna** Creative Destination Management Thailand.

Sitting (L-R)

Nancy Tan Ace Daytons Direct (International) Pte Ltd. Singapore, **Amos Wong** AOS Conventions & Events Sdn, Bhd. Malaysia, **Kitty Wong** K & A International Co., Ltd. Taiwan, **Anthony Wong** (President WPCO Alliance) AOS Conventions & Events Sdn, Bhd. Malaysia, **Kayo Nomura** (Secretary WPCO Alliance) Congress Corporation Japan, **Jessie Lee** People-X, Inc. Korea

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