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MONACO

Monaco is increasing market share from event organisers and winning the argument that the destination is an appropriate one for medical meeting planners in particular and conference organisers in general, *writes Martin Lewis.*

Monaco Convention Bureau revealed an increase in delegate room nights of 5.6 per cent during 2017 while total share of Monaco visitors climbed to 26 per cent. Overall, it was the second best ever year for the bureau, director Sandrine Camia revealed at trade show Imex in May.

Monaco's new marketing campaign will focus on medical meetings compliance, aimed

to change perception of the principality to one of meetings excellence. The Monaco Convention Bureau just launched a new brochure presenting the healthcare cluster. It positions the bureau as a support for its customers in following the medical compliance process.

Camia said: "Recent years have seen increased regulation from government bodies within Europe and from the industry regulators implementing more stringent codes and guidelines for pharmaceutical and medical-device industries and healthcare professionals.

These factors have had a direct impact on medical associations and their meetings activities requiring high values of transparency in this sector.

"Monaco can ensure that medical ethics are respected..."

"With 530 healthcare professionals, Monaco has always aimed to achieve a high level of medical excellence and is renowned for the quality of its facilities in several fields, ranging from cardiology and gynaecology to emergency medicine and medical biology.

"Monaco can help you ensure that the overall medical ethics are always respected and that regulations are duly followed. Compliance will be the keyword to be applied to every aspect of your event, especially according to the guidelines of MedTech Europe, which is committed to a high level of ethical business practices and which advises on how to collaborate ethically."

