

MALTA

Last-minute push by DMC sees Oriflame pick Malta

By Kunal Dutta

Swedish cosmetics giant Oriflame has opted for Malta to host its 2010 Gold Conference.

The destination was awarded the event after a last-minute bid from Maltese DMC On Site Malta. The conference, being held between August 29 and September 4, will be the largest business event ever held on the island, with more than 5,000 delegates staying in 13 hotels in St Julians, Valletta and Attard.

The event will be held at the Granaries Square in Floriana, which is known for hosting the Isle of MTV festivals.

Oriflame hosts regular incentives to reward sales efforts. Its annual conference is held in a Mediterranean



Host location Granaries Square

country each year, with previous destinations including Barcelona and Athens.

On Site Malta director Paul Selis said: "Competitiveness in destination management is

getting fiercer, especially because of the recession. Last year a representative of Oriflame Cosmetics asked On Site Malta to quote for the conference, and although we were late to bid, we thought that it was a good exercise to measure whether Malta is able to host such a conference."

Malta Parliamentary Secretary for Tourism, Mario de Marco, said the appointment was a positive step after a tough 2009 for the industry, with the conference and incentive sector hit particularly hard. "This means up to 35,000 bed nights for Malta," he said. "It is a boost to our tourism industry, in particular the conference and incentive segment."

5,000

Number of Oriflame delegates expected in Malta

13

Number of hotels that will be used for the event

35,000

Number of bed nights for Malta with the conference

SCANDICS

SCA names DMC for events in 2010

SCA, Europe's largest producer of packaging and hygiene products, has appointed Scandinavian Discovery to manage its 2010 events portfolio.

The Sweden-based DMC was appointed after a pitch against undisclosed agencies. It is expected to handle between 20 and 30 events throughout 2010, most of which will be held in Sweden for delegates from the company's 60 offices worldwide.

Scandinavian Discovery chief executive Herve Birot said the appointment was indicative of a growing trend among some European corporates to work directly with DMCs.

ITALY

See Italia picks up work for Pirelli and Santander

Pirelli and Santander have appointed See Italia to handle events and hospitality work.

Pirelli has brought in the agency to handle an incentive for US delegates, which will see 120 dealers participate in an eight-day programme from 8-15 May in Lake Como and Sorrento.

Meanwhile, Santander has appointed See Italia following a four-way pitch against undisclosed agencies. See Italia will oversee hospitality for 450 delegates at the Italian Grand Prix, taking place from 9-12 September. Delegates will



Grand Prix trip Meliá Milano

stay at the Meliá Milano and Milan Marriott.

See Italia director Sergio Gamba said the wins were part of an exceptional start to the year. The agency held more than 100 events in 2008 and 2009.



Oriflame, le géant suédois des cosmétiques, a choisi Malte pour sa conférence annuelle en août, qui rassemblera 5000 délégués au Granaries Square, à Floriana.

Pirelli a chargé See Italia d'organiser l'animation événementielle de Sorrento destinée aux délégués américains, tandis que Santander a choisi l'agence pour la gestion hôtelière lors du Grand Prix italien.

SCA, premier fabricant de papier hygiénique et produits dérivés en Europe, a choisi Scandinavian Discovery pour l'organisation de ses événements 2010.



Der schwedische Kosmetikriese **Oriflame** hat sich entschieden, seine diesjährige Jahreskonferenz mit 5.000

Teilnehmern auf Malta abzuhalten, im Granaries Square, Floriana. **Pirelli** hat See Italia mit einer Incentive-Veranstaltung für US-Teilnehmer in Sorrento beauftragt, während Santander diese Agentur mit der Gästebetreuung und -bewirtung auf dem italienischen Grand Prix beauftragte. **SCA**, der größte Hersteller von Verpackungs- und Hygieneprodukten in Europa, hat Scandinavian Discovery mit dem Management seiner Veranstaltungen im Jahr 2010 beauftragt.



El gigante sueco de sector cosmético, **Oriflame**, ha optado por Malta para celebrar su conferencia anual, que se celebrará en agosto y en la que participarán 5.000 delegados en Granaries Square, en Floriana. **Pirelli** ha seleccionado See Italia para organizar un viaje de incentivo en Sorrento para sus delegados estadounidenses, mientras que Santander eligió la agencia para la organización hotelera durante el Grand Prix italiano. **SCA**, el mayor productor europeo de productos de embalaje e higiene, ha seleccionado a Scandinavian Discovery para gestionar sus eventos de 2010.