ICCA Congress: Business Case

WHY IT'S WORTH THE INVESTMENT

- **Generate new business opportunities**
  Connect with 1,000+ delegates from 80+ countries, including 100+ international associations, and turn conversations into future partnerships, clients and business.
- **Expand your international network**
  With 60% of the programme dedicated to networking, build meaningful relationships with the people shaping the global association meetings industry.
- **Gain insights that keep you competitive**
  Learn from 6 co-curators, global experts and peers, and discover the latest trends, innovations and strategies driving international meetings.
- **Raise your organisation's global profile**
  Position your organisation alongside 1,000+ industry leaders and increase your visibility with key decision-makers from across the world.
- **Learn from the world's best**
  Benchmark against leading organisations, exchange practical ideas and take home solutions you can apply immediately.
- **Deliver long-term return on investment**
  Leave with valuable connections, market intelligence and business opportunities that continue creating value long after the 4-day Congress ends.

ON COST

According to the **ICCA Congress 2025 Economic Impact Assessment**, the 87 International associations registered at last year's congress represented:

€1.7 billion
total economic value per meeting cycle

€1.4 billion
annualised economic contribution

361,000+
delegates across their global meeting portfolios

ICCA members enjoy discounted registration, while all delegates benefit from exclusive hotel rates and flight discounts. Whatever your situation, contact your ICCA Regional Director to explore your options.

4 Days in Panama. Immesurable Value.

65th ICCA CONGRESS
8-11 NOVEMBER | PANAMA CITY
CrossWorlds

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Host to the world