



AIM GROUP INTERNATIONAL: BACK TO TRADITIONAL MARKETS

In Breaking news by Mice Magazine / December 1, 2016

English

Nederlands

Jan Van den Broeck is Country Manager for Belgium at AIM Group International. Besides DMC activities AIM Group, a PCO (Professional Congress Organizer) organizes group meetings in which they primarily assist associations with the full logistics of their conferences.

"In recent years, we have been working with new markets such as Turkey and Russia. Not Asia because that's too much a leisure market, and we are 100% MICE. We currently run more than 75% congresses in terms of sales. The congress market therefore remains very important to us. I now started to concentrate again on the traditional markets, as these new

markets are moving very slowly. So I've sent my project manager twice to Spain this year. Madrid for three days and Barcelona for three days, visiting all the agencies and as a result I have once again more business from Spain."

Jan Van den Broeck also focuses on Scandinavia. "It's a market on the move, as the Scandinavians have become more price-conscious. I recently brought a group of 80 people for two days and nights to Brussels. For the moment I have yet another five appointments with Scandinavians."

A new field AIM is entering is the sports industry. Network events from UEFA for example, but also the lower levels, such as international championships for youth teams. "Belgium always participates in these tournaments. We help countries that come to Belgium. We often deal with smaller teams that can not rely on a structured organization."

8 SHARES |    

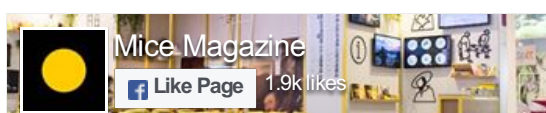
10% KORTING
op uw meetings

- + keuze uit 3 upgrade-opties
- + gratis internet
- + punten sparen

[Meet & Save NU >](#)

IHG Business Rewards

BREAKING NEWS	873
EVENT REPORTAGE	586
MAGAZINE	902
VACATURES	59
VIDEO	43



Be the first of your friends to like this



Tweets by [@Micemagazinecom](#)

R E C E N T P O S T S

[100 YEARS BMW in Autoworld, vier het mee!](#)

[Aude Rabot, Sofitel: my Presence at VISITFLANDERS a Success](#)

[Plenty of Changes in Amigo, a Rocco Forte Hotel](#)

[AIM Group International: Back to Traditional Markets](#)

[Eurostar: Focus on MICE again](#)

A R C H I V E S

[December 2016](#)

[November 2016](#)

[October 2016](#)

[September 2016](#)

[August 2016](#)

[July 2016](#)

[June 2016](#)

[May 2016](#)

[April 2016](#)

[March 2016](#)

[February 2016](#)

[January 2016](#)

[December 2015](#)

[November 2015](#)

[October 2015](#)

[September 2015](#)

[August 2015](#)

[July 2015](#)

[June 2015](#)

[May 2015](#)

[April 2015](#)

[March 2015](#)

[February 2015](#)

[January 2015](#)

[December 2014](#)

[November 2014](#)

[October 2014](#)

[September 2014](#)

[August 2014](#)

[July 2014](#)

[June 2014](#)

© 2015 MCE MAGAZINE | BVBA EXCLUSIVEONLINE PROVINCIESTEENMEG 535 2530 BOECHOUT BE0833.734.103 | DESIGNED BY VOLTA

[HOME](#) / [ABOUT US](#) / [MAGAZINE](#) / [BREAKING NEWS](#) / [VACATURES](#) / [EVENT REPORTAGE](#) / [PUBLIREPORTAGE](#) / [VIDEO](#)

