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- Paulo Coelho

Wim Desloovere Named AIM Belgium Country Manager



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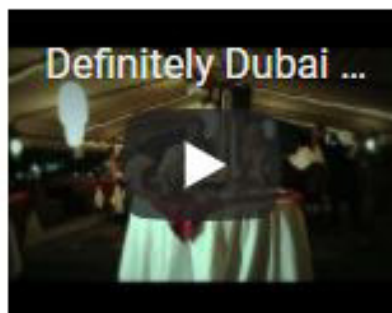
Kira Wim Desloovere

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GMI Focus:



Belgium: Wim Desloovere is assuming the role of Country Manager for the Brussels Office of AIM Group.

Wim will lead AIM Belgium's ongoing strategic initiatives to provide innovative event services for top companies/associations and develop an expanding portfolio of regional and international accounts in the country.

Wim has 20 years of experience working in various positions linked to the meeting industry and this wealth of knowledge and expertise is the key to Wim's leadership. He brings inspiration, an outstanding mix of operational experience and a passion for customer care.

As Country Manager he will seek to drive local business and develop international clients by supporting strong customer relations all while developing the team and leading in terms of financials and KPIs.

"I am looking forward to contributing to the further expansion of the AIM Group in Belgium. I hope to bring my past experience to help leverage AIM Group's existing strong international network" says Wim Desloovere.

Patrizia Semprebene Buongiorno, Vice President of the Group added: "New leadership announced today will further develop and evolve our business in Brussels. This city is more and more becoming a reference point as a major regional hub for international associations."

"I am confident that Wim will play a key role in providing and implementing new solutions and innovative approaches for our clients."

AIM Brussels Office was established in 1999 becoming one of the best-known event management organisations in Belgium.

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Seoul: Your Complete Convention City?

Seoul's tagline 'Your Complete Convention City' is bold and catchy, but, does the destination live up to the promise?

Joern Lucht, Publisher of GMI Portal joined a press trip organized by the Seoul Convention Bureau to find out. The short answer is yes.

[Click here for the long answer.](#)

Editor Pick:

Beyond Tourism Benefits

The benefits from business events for a destination extend well beyond tourism spend. A new groundbreaking study reveals just how extensive those benefits are.

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Working on both local and international events, it has a wide range of clients including international associations, pharmaceutical groups as well as IT, financial and insurance companies.

The office provides PCO services, Association Management (AMC), Destination Management (DMC) and the organisation of corporate events.

Economic Impact of Business Events Explained

