



## Media Release

20 September 2011

The *World's Leading Conference Organisers* (WLCO) welcomed two new members - Congress Company (The Netherlands) and Event Dynamics (South Africa) into the group this month, taking its philosophy of ***Global Partners. Local Delivery*** a step further.

Congress Company, represented by Mr Arjan Appel, is based in The Netherlands and specialises in medical meetings, including sponsorship and exhibition management. Its team has more than 15 years' experience.

Event Dynamics, formerly known as Global Conferences Africa, is one of the leading Professional Conference Organisers (PCO) in South Africa, with a track record of 400 international medical and scientific meetings, including World Diabetes Congress 2006, Cape Town's largest conference to-date. Melanie Sillince is Event Dynamics' Association Conference Director and the company has offices in Cape Town, Johannesburg, Durban and Windhoek.

Founding member of the WLCO and managing director of ICMS Australasia, Bryan Holliday, says "The growth of WLCO's global partnerships is based on mutually-beneficial relationships, which reflects our respective professional links with association clients. Hence, each partner is committed to multiply the value to each other within the network."

Arjan Appel says "The WLCO grouping is definitely a unique collaboration, especially in an industry that is leaning towards homogeneity and multinational players. WLCO's professional but highly personal approach will serve the interests of association clients and its partners well over the long term."

Established in 2008, WLCO is a global alliance that fosters strategic business referrals and close international collaboration. Membership is by invitation.

WLCO now has nine partners with more than 150 years of meetings management experience. Examples of recent conferences managed by WLCO partners are the International Botanical Congress, the IPA Congress of Pediatrics, the International Congress of Industrial and Applied Mathematics, and the International Congress on Heterocyclic Chemistry.

For further information, please contact Bryan Holliday at [bryanh@icmsaust.com.au](mailto:bryanh@icmsaust.com.au).