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**Press Releases**

IBTM World Barcelona reveals first details of in-person event

By RX  
[Events](#)



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IBTM has revealed the first details for its flagship event, [IBTM World Barcelona](#), due to take place in-person this year at Fira, Barcelona from 30 November to 2 December 2021.

Under the theme of 'New Business, New Tech, New World', IBTM World Barcelona will focus on quality one-to-one business meetings, inspiring educational content and rewarding networking opportunities to help attendees re-connect and thrive in the next chapter in meetings and events.

Visitor registration is now open for the event, which will bring together some of the world's leading international Hosted Buyers and quality suppliers and destinations.

Association buyers who have confirmed their attendance include the International Association for the Protection of Intellectual Property (AIPPI), European Union of Medicine in Assurance and Social Security, China Electronics Chamber of Commerce, and Centers for Disease Control and Prevention. Corporation buyers will attend from Engie, Oriflame Cosmetics, Knauf, Citigroup Inc., BBVA France and Saudi Aramco. Agency buyers include HelmBriscoe and HPN Global – World, and First Incentive Travel.

Global suppliers and destinations attending include Ras Al Khaimah Tourism Development Authority, Melia Hotels & Resorts, Conference Compass, Bahrain Tourism & Exhibitions Authority, Munich Convention Bureau, Latvia Tourism and Flanders Meeting and Convention Centre.

IBTM World's Knowledge programme will this year explore four topical themes: Trends and technology; gamification and engagement; the future of event planning (to include discussions around sustainability, safety and security and government support); and career and personal development. There will be separate buyer-led Association and Elite Corporate Programmes. Further details will be released in due course.

David Thompson, Event Director, said: "We've had an incredibly positive response to IBTM World so far, which shows there is a huge appetite from the industry to return to in-person meetings and events. We have received an exceptionally strong response from exhibitors, many of whom are returning with larger stands than before or additional sharers. We have a fantastic event planned and cannot express just how excited we are to seeing the community come back together for the first time in two years!"

RX (the organisers of IBTM World) has worked with industry peers to create a safe working standard called "All Secure" for holding events in a COVID-impacted world, and IBTM is working closely with the local authorities and the Fira Barcelona to implement all necessary precautions. Further information to follow.

[www.ibtmworld.com](http://www.ibtmworld.com)

**- Ends -**

For all media enquiries, additional comment and request for interview please contact

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## **Notes to Editors:**

### **About IBTM**

IBTM is a world-leading showcase for the meetings and [events industry](#) with a portfolio of events and products offering business solutions across five continents. The portfolio includes IBTM World, IBTM Africa, IBTM Americas, IBTM Asia Pacific, IBTM Wired and IBTM Connect.

[www.ibtmevents.com](http://www.ibtmevents.com)

IBTM World, the leading global event for the meetings and events industry, is the must-attend three-day event for the worldwide meeting, incentives, conference and events industry. Thousands of meetings and events buyers, suppliers and international trade media visit Fira Barcelona every December for IBTM's flagship show, with over 74,000 business meetings taking place.

Next event: Tuesday 30 November to Thursday 2 December 2021 at Fira Barcelona

<https://www.ibtmworld.com/> followed by IBTM World Online, from 14-15 December 2021.

IBTM Americas, the leading event for the meetings and [events industry](#) in North America, Latin America, Europe and beyond, is the must-attend two-day event for the region's meeting, incentives, conference and events industry. Thousands of meetings and events buyers, suppliers and international trade media visit Centro Citibanamex in Mexico City every August.

<https://www.ibtmamericas.com/>

Asia Pacific, the leading event for the meetings and [events industry](#) in Asia Pacific, is the must-attend two-day event for the region's meeting, incentives, conference and events industry. Thousands of meetings and events buyers, suppliers and international trade media are expected to visit Marina Bay Sands in Singapore for the inaugural event in June.

Next event: Tuesday 5 to Wednesday 6 April 2022 at Marina Bay Sands in Singapore

<https://www.ibtmasiapacific.com/>

IBTM Wired is the newest addition to IBTM's global portfolio of events and intelligence for the meetings, incentives, conferences and events industry. The event takes place annually online and unites thousands of industry professionals from around the world for four days of one-to-one business meetings, sparking new connections and renewing existing ones and a programme of live and on-demand education sessions.

[IBTM Connect](#) is the leading online knowledge hub for the global meetings, incentives, conference and events industry. Established in 2020, it is packed with cutting-edge content to help inspire and educate the global meetings and events industry, with regularly updated industry news and insights, as well as on-demand interviews and webinars with high-profile industry experts.

### **About RX (Reed Exhibitions)**

RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face to face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors. RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. [www.rxglobal.com](http://www.rxglobal.com)

### **RELX About RELX**

RELX is a global provider of information-based analytics and decision tools for professional and business customers. The Group serves customers in more than 180 countries and has offices in about 40 countries. It employs over 33,000 people, of whom almost half are in North America. The shares of RELX PLC, the parent company, are traded on the London, Amsterdam and New York Stock Exchanges using the following ticker symbols: London: REL; Amsterdam: REN; New York: RELX. The market capitalisation is approximately £33bn, €39bn, \$47bn.\*

\*Note: Current market capitalisation can be found at <https://www.relx.com/investors>