

## PRESS RELEASE

### **ANJA LOETSCHER HAS RECEIVED THE MICE ACHIEVEMENT AWARD 2017**

Geneva, 22<sup>nd</sup> November 2017 - Anja Loetscher, Director of the Geneva Convention Bureau, has received the MICE Achievement Award 2017, given by mbt Meetingplace.

The [MICE Achievement Award](#) is an award which is given to people in the MICE industry who have had a significant influence on the sector as a whole and have achieved outstanding results in their field of business.

The 2016 prize was awarded to Joachim König, President EVVC, President Joint Meetings Industry Council and Director Hannover Congress Centre for his accumulation of path-leading activities concerning lobbying for the industry and the co-founding of two important key events such as Green Meetings and Events Conference and MEXCON (Meeting Experts Conference).

Anja Loetscher was chosen - read the official Jury Statement: "The prize-winner consequently restructured a Convention Bureau to use modern working methodology and structured international marketing in a manner oriented around clusters. Under her leadership, the Convention Bureau has developed into one of the leading Geneva Convention Bureaus in Europe, and now has 11 employees. Her professional life is characterised by: operation and cooperation, recognition and action, as well as ensuring the continuation of success in the face of constant change."

The Jury consists of members of the mbt Advisory board, represented by:

- Hans Jürgen Heinrich, publisher events magazine Germany
- Siegfried Haider, Managing Director Xpertsforevents
- Alexander Petsch, founder and owner of mbt fairs

Over the past 20 years, Anja has held several senior management and leadership positions, notably as Regional Director Europe at TravelClick and as Vice-President EMEA Sales Kempinski Hotels & Resorts. In 2007, she moved to Geneva where, under the auspices of Geneva Tourism, she launched the Geneva Convention Bureau to formalize the city's convention business. Under her leadership the bureau has developed into one of Europe's leading Convention Bureaus with a staff of 11. Anja was on the Marketing Board of the Switzerland and Incentive Bureau (SCIB) for 5 years and has sat on the Board of Directors of Destinations International (former DMAI) for 5 years. Anja is also a faculty member of the ECM Academy and a member of the Meetings Industry Steering Group at ECM (European Cities Marketing). In 2016 she was named one of the Most Influential People in the Meetings Industry by *Successful Meetings*.

*For more information, please contact Mrs Mélanie Paillard, Communications Coordinator –  
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#### **About Geneva Tourism & Conventions Foundation**

*The Geneva Convention Bureau is part of the Geneva Tourism & Conventions Foundation. The Geneva Tourist Office was founded more than 125 years ago and became in 2013 the Geneva Tourism & Conventions Foundation (FGT&C). Its mission is to promote Geneva as an active tourist destination for both business and leisure, to welcome and inform visitors and to organize tourist events. [www.geneve.com](http://www.geneve.com)*