PRESS KIT

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Europa Organisation, the leading congress organiser in France

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In brief...

For 25 years, Europa Organisation has supported learned societies, institutions, professional associations and opinion leaders in organising their congresses. Whether the congresses are institutional, medical or industrial, and whether they involve 500 or more than 12,000 participants, Europa Organisation turns these congresses into a real "not to be missed" event for these communities.

Created in Toulouse in 1987, Europa Organisation has become the leading congress organiser in France with a portfolio of close to 40 events per year. A specialist in medical congresses, Europa Organisation produces a number of major events, including EuroPCR (the number one interventional cardiology congress in the world) and Les Entretiens du Bichat.

Europa Organisation's annual turnover totals over €33M per year. With its subsidiaries, it employs more than 70 individuals.
Since 2008, Europa Organisation has added an internet offer with the implementation of a unique Video On Demand platform, allowing thousands of individuals to attend congresses remotely.

In July 2009, the Toulouse-based company inaugurated its first overseas office in Singapore to develop its offer among Asian institutions and learned societies. Europa Organisation organised its first AsiaPCR/SingLIVE congress in January 2010 in Singapore, and GulfPCR in Dubaï in December 2011.

Europa Organisation is a leader in congress organisation with more than 500 congresses in its portfolio.

Europa Organisation is recognised for its expertise in the organisation of congresses, in particular major ones.
It also produces congresses such as EuroPCR and "Les Entretiens de Bichat".
Today, Europa Organisation is:

- › €33M in turnover in 2010
- › 45 congresses organised per year
- › 45 employees
- › Three offices in France (Toulouse – Paris - Nice)
- › 1 office in Asia (Singapore)

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Key names...

Marc and Florence Doncieux are the founders of Europa Organisation. Originally from Toulouse, they started organising congresses after studying law at the Université de Sciences Sociales of Toulouse.
They created Europa Organisation in 1987 at the respective ages of 21 and 23. Very attached to their home city, Florence and Marc Doncieux decided to keep the head office of Europa Organisation in Toulouse, where they have managed and grown their company for the past 25 years.
Europa Organisation and its subsidiaries employ more than 70 individuals.
Florence Doncieux is the Chief Executive Officer of Europa Organisation.
Marc Doncieux is the Chariman of Europa Group and Managing Director of Europa Organisation.

Key dates...

1987 Creation of Europa Organisation
1996 Inauguration of the Paris office
2000 Creation of the Europa Edition subsidiary
2001 Purchase of Albine Conseil, a company in Paris specialised in the organisation of medical congresses
2002 Creation of the Congrhealth.com subsidiary dedicated to the promotion of Internet content through the creation of web sites.
2008 Creation of the “Les Entretiens Médicaux” subsidiary (which later took over Les Entretiens de Bichat)
2009 Creation of the Europa Organisation Asia subsidiary in Singapore for the organisation of the AsiaPCR conference (first edition in 2010)
2010 Opening office in Nice
Europa organisation, 1st French PCO certified ISO 9001

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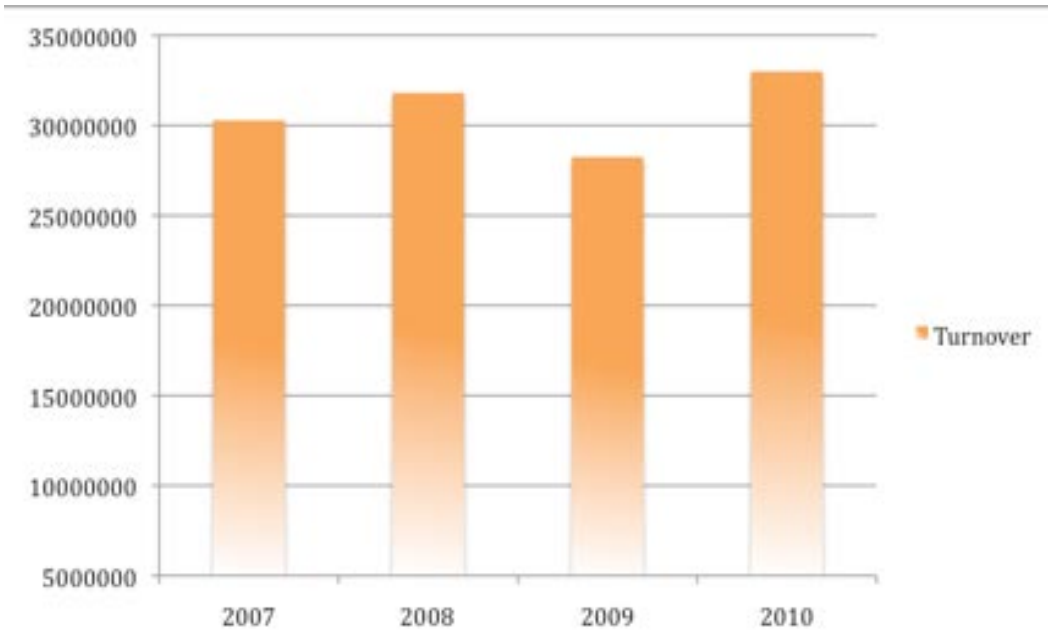
Key numbers...

25 years of expertise and know-how in congress organisation
3 offices in France (Toulouse – Paris)
1 Asian subsidiary (Singapore)
€33M in turnover in 2010
45 employees (more than 70 for all subsidiaries combined)
2 specialised subsidiaries:

. **Congrhealth** dedicated to the promotion of scientific content on the Internet - Turnover: €1M/year

. **Europa Edition** specialised in paper and web publications of scientific reviews - Turnover: €1M/year

Close to 500 congresses organised since its creation, half of which with a pan- European or international audience. Every year, medical congresses represent between 60% and 80% of Europa Organisation's business



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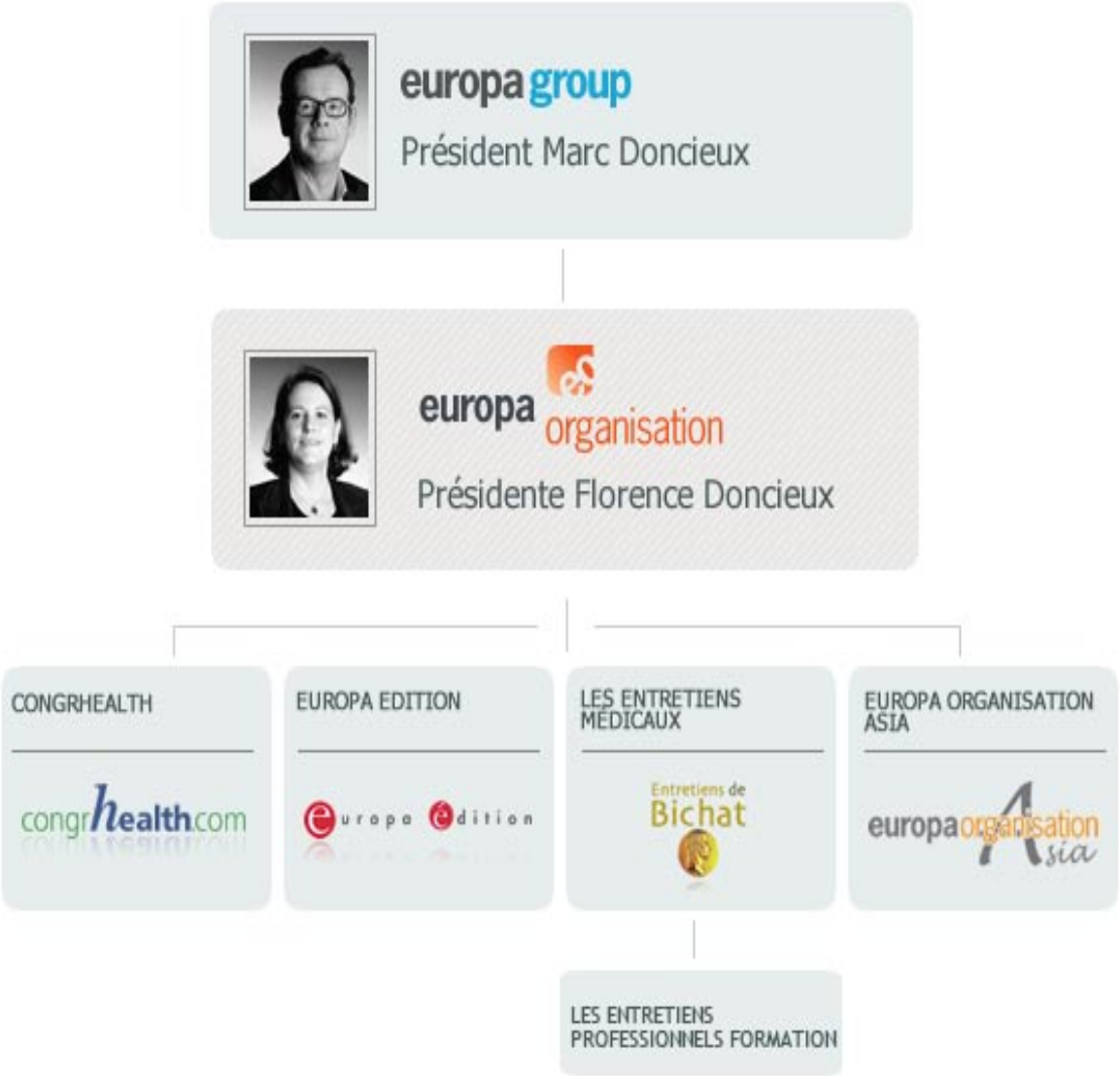
Group organisation chart



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Europa Organisation's
Expertise

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25 years of experience makes a difference

With its 25 years of experience, Europa Organisation brings its expertise to the organisation of congresses. Rather than simply providing logistics services, Europa Organisation supports its clients' projects throughout all design phases as the designer, promoter, producer and leader for a community...

THREE MAJOR PHASES:

• Before a conference

› **Adviser:** After having analysed our clients' needs, Europa Organisation helps set concrete, achievable objectives. The recommendations we provide allow us to commit with confidence to a global strategic approach.

› **Initiate:** Europa Organisation offers its clients support starting with the preparation of application files, the determination of the feasibility of an operation, the evaluation of revenue and the preparation of the planned budget for the events. It provides its clients with a real financial strategy (market study, financing structure, search for partners, etc.).

› **Set up:** Europa Organisation researches and identifies the ideal site for each event by analysing the strengths and weaknesses of each location, the attractiveness of the destination and its attendance potential.

•During the congress

› **Managing operations**: Europa Organisation translates its clients' needs into human and technical means. It negotiates service agreements with suppliers, and coordinates teams and all service providers.

› **Communicate:** Europa Organisation helps its clients with the design and implementation of communication: target and market studies, definition of major objectives, and operational and creative implementation (graphic identity, web, campaign, press relations, etc.).

› **Innovate:** Europa Organisation uses the latest technologies in organising its congresses (RFID badges, innovative audiovisual solutions, the development of Internet sites, e-learning, satellite HD broadcasts, etc.).

› **Support:** Europa Organisation manages registration and reception services, and ensures the well-being of participants. It also provides optimal accommodation solutions that fulfil its clients' needs.

› **Schedule:** Europa Organisation oversees schedule compliance for its congresses. It can also publish handouts, propose current topics or speakers.

• After the conference

› **Quantify and analyse**: After the event, Europa Organisation uses tools to prepare an analytical and financial report on the registration and partnerships. And it also has precise statistics available so that it can provide its clients with a thorough analysis that can even potentially include participant satisfaction.

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Europa Organisation, a congress producer

The difference between Europa Organisation and its rivals is its experience and positioning as a congress producer. This differentiation requires human and financial investments that meet the same objective of commitment to the project, client support and risk taking. Europa Organisation's role is to ensure the promotion and commercialization of these events.
A specialist in the production of scientific congresses, such as EuroPCR, Asia PCR and Les Entretiens du Bichat, Europa Organisation more specifically aims at providing the scientific community with means to organise the conference programme they want in optimal conditions while meeting the specific needs of their sector.

› EuroPCR, the leading worldwide congress on interventional cardiology
With only a few hundred participants when it was created, EuroPCR (European Cardiovascular Revascularisation) is today the leading event in the world in the field of interventional cardiology.
The success of EuroPCR is based on live clinical case presentations using very complex technical tools. In 2009, close to 100 surgical operations were broadcast live from the hospitals in which they were performed to the conference centre (14 hospitals in the world).
After a jaunt in Catalonia, EuroPCR has returned to Paris in May 2010 and will continue to develop its qualitative aspects. Today, this conference benefits from the most innovative technologies, such as "PCR Replay" (see details on page 17), which allows for Internet distribution of the conference content.

EuroPCR, key information ...

› Founded in 1983, in Toulouse until 1996
› 1997 to 2006: Espace Eiffel Branly, then Palais des Congrès of Paris
› 2007, 2008 and 2009: Barcelona's international convention centre
› Length: 4 days
› Since 2010: Palais des Congrès of Paris

› 13,000 participants, 750 speakers and more than 2 ,000 scientific publications and documents
› 140 partners and booths covering 10,000 m2
› More than 110 countries represented
› More than 130 hours of satellite broadcasts from 14 hospitals in the world.
Next edition from 15 to 18 May 2012 at the Palais des Congrès of Paris

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› AsiaPCR, the first congress produced by Europa Organisation Asia

Europa Organisation created AsiaPCR along the lines of EuroPCR: an interventional cardiology congress on the Asian continent.
Organised in Singapore in January 2010, the first edition of AsiaPCR/SingLIVE brought together more than 1,500 attendees around 120 speakers.
The choice of an Asian site was not random but fulfilled an increasing demand from the Asian continent for medical education. Europa Orgnanisation hopes to duplicate this event with four to five other medical congresses per year over the next three years.
During the 3 days congress, 30 hours of video retransmission allowed participants to follow live intervention performed in Singapore, India, Australia, the Netherlands and France.

In a few words:

› Lenght: 3 days
› Over 1800 attendees
› 120 speakers
› 56 countries represented

Next edition from 12 to 14 January 2012 in Singapore

› Les Entretiens de Bichat

A prestigious congress created in 1947, Les Entretiens de Bichat were the first structure for continuing medical education in France. For a week in the autumn of every year, it brings together more than 1,500 general practitioners.
In 2008, Europa Organisation created the subsidiary « Les Entretiens Médicaux », which has taken over the production of the Entretiens de Bichat since 2009 and includes a scientific committee to further extend this event.

Every year, Les Entretiens de Bichat means:

› 1,500 general practitioners from all over France
› Wide coverage for the French public

Next edition from 12 to 15 September 2012 at the Palais des Congrès of Paris

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Europa Organisation, a congress producer

Europa Organisation also supports institutions as a service provider specialised in the organisation of congresses.
Its mission consists in managing, coordinating and organising the logistics of congresses. Every year, Europa Organisation organises approximately 40 events, including:

› Health

. Journées Européennes de la Société Française de Cardiologie (Paris) 9,000 attendees
. Société Française d'Ophtalmologie congress (Paris) – 7,000 attendees
. Société Française de Pédiatrie congress (Rouen, Lyon, Lille, Nancy, Montpellier, Marseille, Bordeaux) - 1500 attendees
. Société Française d'Hygiène Hospitalière congress (Strasbourg, Nantes, Reims, Montpellier, Paris, Nice, Lyon, Lille) – 1,200 attendees
. Congrès National sur les Unités de Soins Spécifiques Alzheimer (Paris) 600 attendees
. Congrès de l'Encéphale (Paris) – 4,000 attendees
. Eurocancer (Paris) – 4,000 attendees

› Institutional & Industrial

. Founding conference for the global organisation of cities and local governments City of Paris (Paris) – 3,000 attendees
. World Roads conference – MEDAD (Paris) – 6,000 attendees
. IOSCO Conference - Autorité des Marchés Financiers (Paris) – 1,500 attendees
. Jean-Jacques Laffont Conference - Toulouse School of Economics (Toulouse) 500 attendees
. Journées de la Géothérmie (Paris) - 1,600 attendees
. Journées de l'Ingénieurie Patrimoniale (Paris) - 200 attendees

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Teams of experts for each specialty

› Logistics Department
The logistics department is composed of eight project leaders, with at least eight years of experience, and two congress managers. The activity of this department is to coordinate all of Europa Organisation's integrated services (registrations, commercialisation, programme secretariat, computer technology, etc.) or those provided by outside suppliers (site and food services, hostess services, etc.).
The project leader is the sole interface between Europa Organisation and its clients. He or she is also responsible for monitoring the budget under the supervision of the Director of Operations.

› Commercial, Exhibition and Partnership Department
Market analysis, preparation of the commercial strategy, competitive intelligence ...
Europa Organisation has a thorough understanding of the congress market.
With the vast number of sites, booths and displays it has managed based on its technical expertise, its experience has covered extremely variable exhibition spaces, ranging from 400 to 9,000 m2 for events and up to 28,000 m2 for fairs.
For each exhibition, customized documents are designed: partnership files customised, exhibitor guides, summary plan, detailed plan, customised proposals...

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› Registration Department
The management of registrations is the logistical cornerstone of any professional event. Europa Organisation has a central reservation service with online reservation systems and high performance software that is made available to event participants attending one of Europa Organisation's congresses. An individual responsible for registrations is present at the events. Every year, Europa Organisation manages more than 75,000 registrations.

› IT Department
Europa Organisation has a high performance internal IT structure with office software that has been specifically designed for its business (online registrations, secure payments, management of scientific programmes, etc.).
Europa Organisation is involved in many projects related to the use of new multimedia technologies (e-learning, e-posters and webcasts). It uses computer techniques and puts in place media best suited to its events. For example, the abstract book may be stored on an USB key and the scientific session proceedings placed on line on the Internet site.

› Programme Administration Department
This department is responsible for managing and tracking all the scientific content of a congress under the authority of the Scientific Committee. In particular, it retrieves abstracts from speakers and provides formatting of the proceedings and/or abstract book. This department also manages transportation and accommodation for the event's speakers and VIPs.

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Europa Organisation's Advantages

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A difference of meeting Video On Demand

› Replay

On the occasion of the 2008 edition of EuroPCR, Europa Organisation innovated by making PCR Replay available. Thanks to this new application, Europa Organisation's technical teams allow Internet users, regardless of their location, to individually access all of the video sessions at the end of the congress.

In parallel, nine sites in Japan were equipped for a collective broadcast for 200 participants. The five "open" sites in India, for their part, brought together 150 individuals to view the EuroPCR images.
Twenty sites were connected throughout the world, and it is believed that more than 450 additional persons participated in EuroPCR through the intermediary of PCR Replay - in other words, 4.5% more attendees.
In total, this represents 140 hours of rebroadcasting for EuroPCR.
This broadcast offer is also available to other congresses, such as the Live International Neuroradiology and Neurosurgery Course, with 45 hours of broadcasting.

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› Congrhealth.com

Congrhealth.com is a subsidiary of Europa Organisation specialised in the promotion of scientific content on the Internet. It is an information and services unit dedicated to the medical world. Its objective: to make available to healthcare professionals a portal to present and promote scientific content delivered during congresses.

In today's environment, in which information is constantly evolving, Congrhealth.com provides healthcare professionals with internet sites based on the expertise of renowned specialists and the most up-to-date techniques. They can therefore find precise quality information with illustrations.

Congrhealth.com currently offers four internet sites:

› PCRonline.com
› eurointervention.org
› PCRreplay.com
› encephale.com

The first site launched was PCRonline. More than 955,000 pages were viewed in 2010 and 28,000 members.
It was followed by EuroIntervention.Org, an online version of the EuroIntervention Journal. Lastly, the web TV for the EuroPCR course was placed online under the name of PCR replay.

In addition to its Internet site activities, Congrehealth.com offers its partners e-mailing services to more than 38,000 approved addresses, as well as the publication of CD videos of congresses and online session webcasts (video edited with a breakdown by chapters).

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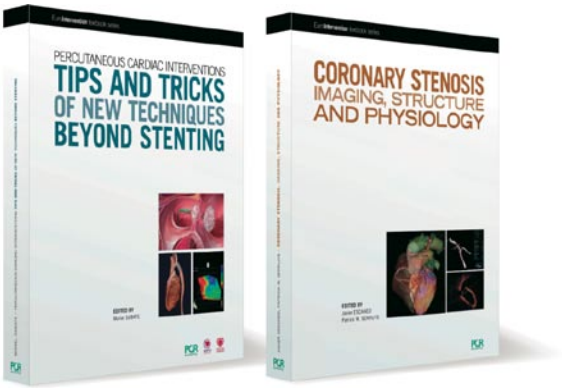
Europa Edition, a specialised subsidiary

Europa Edition is a "traditional" publication company. Its experienced team publishes works related to the congresses organised by Europa Organisation. In 2005, Europa Edition created EuroIntervention Journal (EIJ), a leading bi-media scientific review focused on interventional cardiology.
EIJ is currently released every month in paper and electronic formats together with annual supplements. EIJ is an international journal available in English only, the objective of which is to create a forum, and a high quality research and training platform for percutaneous and surgical cardiovascular interventions. It has been indexed as PubMed since October 2008.

The journal's editorial content, published under the direction of Professor Patrick W. Serruys (Editor-in-Chief), includes the presentation of results from the latest studies in progress and reviews by experts on studies on the latest technologies and issues encountered, etc.

EIJ is also available online at www.eurointervention.org at no cost and has included the journal's content since it was launched, as well as downloadable articles, extensive video content and the creation of sections specifically developed for the web. EIJ is the official journal of the EuroPCR congress and the EAPCI (European Association of Percutaneous Cardiovascular Interventions).

Publication of the two first books of PCR PUBLISHING
A next step was marked in developing the activities of Europa Edition and the publishing of two references in the field of Interventional cardiology. Both books, paper and digital, were presented and distributed at the Stockholm congress of the European Society of Cardiology.



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The high-tech tools developed by Europa Organisation

To make congressist's life easier, Europa Organisation is constantly in search of new added values. Europa Organisation has developped various high tech tools :

› The mobile application

In order to attend a conference, attendees are, by definition, required to travel. Europa would like to accompany them by offering mobile solutions so they can always access updated information. Get practical and useful information, read the scientific programme, decide which sessions interest you at a glance, find how to get there, how to return to the hotel... Mobile solutions encompass all this so an attendee can easily find his or her way around an unfamiliar environment.For this, Europa now offers smartphone applications for the prevailing cell phone platforms on the market. These applications are constantly being updated with new options.

NB : Europa Organisation is certified as an Apple Developer

› Resume

resume
online scientific content manager

Resume is a content management tool that is 100% web based. With its excellent flexibility, the system can adapt itself to all types of submissions, from the simple "cut and paste" of texts to uploading complex files (Powerpoint© for example).Resume al lows for the manipulation, structuring and homogenisation of the diverse elements involved in scientific communications with the goal of the submissions being reviewed and selected by a committee of experts. From the first "Call for papers" to the final creation of the programme, passing through the submission process, expert "grading", final selection, communications of the results, or export of the chosen papers, Resume centralises the entirety of all the procedures necessary for the correct functioning of this phase.
Resume allows the presentation of ePosters, which are virtual posters accessible on-line at the event itself.

› Programme

programme
online scientific content manager

The critical link in the chain that is Europa Organisation, Programme allows the manipulation and organisation of the scientific content of a congress. From entering in sessions and lecture information, to the management of the speakers and special guests, this 100% web based interface regroups all the necessary functionalities required.
Programme manipulates, for instance, the different logistical aspects, travel, and housing of each speaker in a personalised fashion (Guest Web Site). All email to the different special guests (invitations, personalised programme, hotel information...) is managed directly through this software system.
Programme also allows you to show the latest developments in the scientific content of your congress on its dedicated website. This allows each visitor of the site to research and create his or her own personalised programme.

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› Slidenet

Viewing scientific communications in each room is one of the most fundamental elements in the excellent functioning of a meeting. At Europa we are dedicated to the constant improvement of the systems involved in broadcasting, and it for these reasons we have created Slidenet.
This application allows the speaker to visualise how the programme is proceeding within the room, and allows the simple launching of a presentation at the correct time.
Slidenet also proposes features designed for the conference audience, allowing them to visualise the programme of the session in progress, recognise the nationality of the speaker (by country flags) and identify speakers (through their portraits).
Slidenet is linked to the application Preview, which guarantees both the physical presence of the file containing the speaker's presentation in the appropriate room, and that the file is correctly projected in that room as well.

› Converter

The last link the chain of Europa Organisation's software, Converter is dedicated to the creation of an information communications' tool more interactive than Powerpoint©. By feeding your information into this new format, Converter allows the speaker to create a presentation for interactive sessions where a non-linear style and support is desired.
Converter equally works to homogenise the totality of your presentations into a uniform graphic format, assuring a visual coherence for all the presentations of different participants.

› Scans

Scans responds to the growing demand for validation of Continuing Medical Education credits. Scans is based on a system which reads bar codes printed on the congress attendees' badges to provide a proof " of presence" to each participant, whether it be for a specific session or for an entire day.
Scans controls the printing of the "certificates of presence" and/or certificates that attribute credits, depending on the specific criteria of each individual meeting.
Scans allows for derivative services where, for instance, industrial partners can choose to use Scans to have the complete information on participants they met during a specific meeting.

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Europa Organisation, 1st Professional congress organiser (PCO) certified ISO 9001 in France

Europa Organisation, is the number 1 firm specialized in the planning and organization of events, congress and conventions in France (Certification ISO 9001)
Since they were created in 1987 Europa Organisation have been engaged in the improvement and optimization of the quality of their service in response to the expectation of their clients.
By obtaining the ISO 9001 certificat which provides a standardized set of requirements for a quality management system, Europa Organisation has been reinforced in the orientation they have followed for 20 years.

ISO 9001
BUREAU VERITAS
Certification

The standard ISO 9001 requirements are generic and classify into 5 chapters :

- Quality Management System : processing traceability, general requirements, documentation
- Management Responsibility: responsibility, authority and communication, quality policy
- Resource Management: human resources, infrastructure, work-environment
- Product/Service Realization: planning, customer requirements, supplies, production, testing
- Measurement, analysis and improvement: testing, quality system based on recorded data, internal audits and meetings, corrective procedures

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Europa Organisation, recognised know-how

Europa Organisation is a member of many professional associations in the sector of congress organisation, including,

› The International Association of Professional Congress Organisers

On a worldwide level, Europa Organisation is a member of the IAPCO, which is an association of professionals involved the organisation of national and international congresses, conventions and other special events. Only four French companies are members of this international network, whose membership rules are strict and that is responsible for establishing qualitative standards for the sector. The IAPCO has close to 100 members today from 35 countries throughout the world.

› The International Congress & Convention Association

Europa Organisation is also a member of the ICCA, an association of the main specialists in the field of organisation, transportation and logistics for international events. The ICCA has more than 850 members from 80 countries throughout the world.

› Foires Salons Congrès et Evénements de France

Specifically in France, Europa Organisation is a member of the FSCEF, which has 250 members today representing the three segments of "professional meetings": organisation, reception and services.

› The Office de Tourisme et des Congrès de Paris

Europa Organisation is also a member of the OTCP, an association of professionals in business tourism for the Paris region.

› PROMOTOULOUSE

Finally, in the Midi-Pyrénées region, Europa Organisation is a member of PROMOTOULOUSE Midi-Pyrénées, an association of close to 150 regional professionals involved in business tourism.

› Provence Côte d'Azur Event

Member of Provence Côte d'Azur Events, a non-profit organisation created in 2008 to bring together the region's main players in the field of business tourism. Provence Côte d'Azur Events is a part of the regional PRIDES policy (cluster of excellence and competitiveness) initiated by the PACA regional council.

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A real commitment to the environment

A socially responsible company, Europa has adopted, for a number of years, an environmentally friendly policy in organising its events. As a congress organiser that brings together more than 13,000 participants from around the world, Europa Organisation was determined to include this ecological approach in its business to take into consideration the potential environmental impact of bringing together so many individuals in a single location.

By using modest tools, but effecting major changes, Europa Organisation has managed to move forward and slowly change poor habits...

› Recycle and reduce consumption that adds to pollution

Europa Organisation has a wide range of tools, materials and new products that allows it to considerably reduce the potential environmental impact of the organisation of an event.

A few concrete examples used by Europa Organisation:

› The use of ecological transformable/recoverable furniture
› Making water coolers available, as opposed to the distribution of small bottles
Result: the consumption of water has been reduced fourfold.
› Use of recycled paper for the congress' various communication tools (brochures ...)
› Printing of invoices and attendance certificates on recycled paper, recycled paper
notepads in attendees' complimentary bags
› Promotion of public transportation
› Distribution of bus and subway tickets, use of a shuttle between hotels and the congress centre.

› Reduce the carbon footprint of attendees

Every year, more to 75,000 people participate in events managed by Europa Organisation. Most of these events bring together attendees from around the world, which obviously has a direct impact on the environment.

In order to fight any detrimental impact, Europa Organisation has implemented partnership policies to limit carbon emissions caused by travel by offering to reimburse the carbon footprint of attendees, for example.

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europa organisation
TOGETHER FOR MORE

Appendices

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Europa Organisation References

HEALTH

- Congrès de la Société Française d'Ophtalmologie (Paris)
- Congrès de la Société Française de Pédiatrie (Rouen, Lyon, Lille, Nancy, Montpellier)
- Congrès de la Société Française d'Hygiène Hospitalière (Strasbourg, Nantes, Reims, Montpellier, Paris, Nice)
- Congrès de la Société Française de Pharmacie Clinique (Montpellier)
- Journées Européennes de la Société Française de Cardiologie (Paris)
- Congrès du Chapitre Européen de l'UIA des Sociétés Françaises de Médecine Vasculaire (Toulouse)
- International Orthodontic Congress (Paris)
- Congrès National sur les Unités de Soins Spécifiques Alzheimer (Paris)
- Congress of the European Society of Clinical Pharmacy (Paris)
- Congrès de l'Encéphale (Paris)
- Congrès de la Société Internationale Francophone d'ORL (Toulouse)
- Live Interventional Neuroradiology and Neurosurgery Course (Paris)
- ECLSO Congress and Contact Lens Educational Course (Anvers, Vilnius, Paris)
- Forum des Pharmaciens (Toulouse, Montpellier, Lyon)
- Eurocancer (Paris)
- Congrès de l'Association des Vétérinaires Equins de France (Deauville, Versailles, Angers, Pau)
- Congrès National d'Hémovigilance et de Sécurité Transfusionnelle (Toulouse, Marseille, Nancy)
- Congrès de la Société Française de Transfusion Sanguine (Tours, Saint-Malo, Saint- Etienne, Paris, Marseille, Grenoble, Strasbourg)
- European Pediatric Rheumatology Congress (Versailles)
- ABC WIN (ABC/Anatomy, Biology, Clinical correlation - WIN/Working Group in Interventional Neuroradiology) (Val d'Isère)
- World Conference on Telemedecine (Toulouse)
- World Federation of Interventional and Therapeutic Neuroradiology Montreal (Canada)
- Congrès de l'Association des Neurologues Libéraux de Langue Française (ANLLF) (Toulouse, Versailles, La Rochelle, Nancy)
- Groupe de Réflexion sur la Cardiologie Interventionnelle (Paris)
- European Society of Minimally Invasive Neurological Therapy (Nice)
- International Myeloma Workshop (Paris)
- European Society for Vascular Surgery (Nice)
- Journées d'Ophtalmologie interactive (Toulouse)

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INSTITUTIONAL AND INDUSTRIAL

› Founding conference for the global organisation of cities and local governments – City of Paris (Paris)
› World Roads conference – MEDAD (Paris)
› IOSCO Conference - Autorité des Marchés Financiers (Paris)
› ATR Operators Conference (Athens)
› International Flight Inspection Symposium – DGAC (Toulouse)
› AIRBUS Symposium (Sevilla, Puerto Vallarta, Rhodes, Athens, Bangkok, Lisbon, San Francisco)
› Journée Qualité Compétitivité de la Fédération des Industries des Équipements pour Véhicules (Paris)
› World Computer Congress - IFIP (Toulouse)
› Rencontre des Agences d'Urbanisme - FNAU (Paris)
› Rencontres du Transport Public - Groupement des Autorités Responsables de Transports (Toulouse)
› Carrefour final du PREDIT (Programme national de Recherche et d'innovation dans les Transports Terrestres) - MEDAD (Paris)
› Conférence Jean-Jacques Laffont - Toulouse School of Economics (Toulouse)
› World Congress on Medical Law (Toulouse)
› 25th International Cartographic Conference (Paris)
› European Strategies in the Global Economy (Toulouse)
› Journée de la Géothermie (Paris)
› Journée de l'Ingénierie Patrimoniale (Paris)

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Information on the congress market

› A changing sector

Faced with the increase and diversification of educational offers, association congresses, still somewhat removed from the commercial realm, are today adopting economic sales models. Today, congresses are considered “products” within the marketing meaning of the term. Every year, the standards imposed on organisation committees are increasingly complex: legal constraints, the use of new technologies, industrial partnerships, etc. Participants and partners invest in high visibility events. In Europe, this process has led to a rise in investment in communication and the emergence of congress leaders.

This marketing concern tends to confer greater responsibility on congress organisation companies. In Europa Organisation’s opinion, this responsibility must lead no longer to a simple obligation of means, but one of results in producing events. While congresses are first and foremost an educational forum, they are also a source of revenue which, through the intermediary of association activities, brings life to an entire discipline.

Aware of its responsibility in this regard, Europa Organisation has developed a partnership model that involves the company to a significant degree in the financial success of its congresses. In fact, this approach is based on a simple method: analysis of probable results, then definition of reciprocal financial guarantees. This modus operandi naturally leads to transparency, visibility and solidarity among partners.

› Paris, the world capital for business tourism

With its 139 international congresses in 2008, Paris has taken over from Vienna as the number one city for business tourism in the world. After Vienna and Barcelona, Singapore confirms its positioning as the leader in Asia, with 118 international events. In a market that is declining slightly, these leading destinations have confirmed their advance in the face of competition that is emerging in South America and Eastern Europe.

In terms of business, most of the top 3,000 decision-makers in associations consulted confirm the stability of attendance and sponsorship of these events.

50% of congresses organised throughout the world focus on medical issues.
Worldwide, the congress market shows a yearly increase of 2% to 3%.

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