

Convention Austria to premiere in Linz

The new platform of the future for the Austrian MICE branch, Convention Austria, will celebrate its premiere in Upper Austria's state capital from 17 to 19 September 2020. Besides the sales platform, product experiences and networking with hosts from all over Austria are scheduled for the event.

In the middle of September, Linz will see around 100 national exhibitors from the convention industry meet with around 200 national and international hosted buyers from ten different countries – from Europe to the USA. This will take place on the occasion of Convention Austria, which is pursuing three objectives as the new platform of the future for the Austrian MICE sector: the presentation of the Austrian convention industry's diverse range of services, sales promotion, and networking. After a one-day sales platform in Linz's Design Center, the 150 international buyers will also learn about the product experiences personally on post-convention tours in Upper Austria and other federal states.

“With Convention Austria, the Austrian National Tourist Office has established a new event format in cooperation with the Convention Bureaux which will not only showcase the Austrian convention branch's comprehensive range of services, but will also bring it to life as part of the scheduled events and on the post-convention tours”, says Florian Größwang, Head of Partner Management at the Austrian National Tourist Office. “With the Upper Austrian Convention Bureau and Linz as the event location, we have found two professional partners for the premiere of Convention Austria who will fill the 150 international hosted buyers with enthusiasm for Austria.”

Upper Austria: The perfect location for conferences

The convention industry in Upper Austria constitutes an economic branch which provides a high level of added value and which is also of fundamental importance for the further development of Austria as a science and research location. “The convention branch is a particularly significant economic factor for a technology and innovation driven location such as Upper Austria. This importance is underlined by the fact that we are a partner to the premiere of Convention Austria, something we are really delighted about. This specialist MICE convention, the most important of its kind in Austria, offers Upper Austria a unique opportunity to provide our partners in the region with a stage and to present a qualitatively high-value range of services to our international target group”, says Andreas Winkelhofer, CEO of the Upper Austrian Tourist Board.

As the main event location, Linz is both an important and strong partner to the Upper Austrian Convention Bureau and contributes valuable know-how and experience. Besides its professional event locations, Linz also offers an excellent fringe programme. Visitors can dive into the world of deep space at the Ars Electronica Center, enjoy graffiti art at the Mural Harbour and attend atmospheric evening events at the Linz Schlossmuseum and the voestalpine Stahlwelt.

“Thanks to the post-convention tours, we will be able to convince the participants of the locations and opportunities on site and enthuse them with first-hand impressions”, explains Winkelhofer. From outdoor seminars surrounded by greenery to large conferences in urban spaces and events held on water, Upper Austria offers a diverse range of services which provide the perfect conditions resulting from their professional organisation and which are easily reachable because of their central location. Winkelhofer is also convinced that “we will be able to make clearly visible the expertise of the Upper Austrian convention branch with regard to ‘green meetings’ within the scope of Convention Austria”.

About Convention Austria:

As the follow-up event to 'access', Convention Austria is a platform for planners and operators of conferences, conventions, incentives and events as well as for Austrian suppliers from the convention industry and associated business services. These include convention and visitors' bureaus, hotels and hotel chains, congress centres, event locations, data management companies, professional conference organisers, agencies, destinations, transport operators, caterers, technical assistants and suppliers.

As part of Convention Austria 2020, 100 Austrian exhibitors will meet with 200 hosted buyers from the following countries: Germany, the USA, Great Britain, Scandinavia, Switzerland, Belgium, the Netherlands, Italy, France and Austria.

It is expected that Convention Austria will be held in a different Austrian federal state every second year from September 2020.

Further News from the Austrian Meeting Industry can be found [here](#).

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