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New BESydney Appointment to Spearhead India Market

Business Events Sydney (BESydney) is delighted to announce the appointment of Ms Joo-Rei Mathieson who joined the BESydney bidding team in mid-January as Associate Director – Global Corporate & Incentive, targeting new opportunities in the rapidly rising India market and driving business development across the Southeast Asia region.

Ms Mathieson brings to BESydney close to 19 years in the hotel industry covering various roles and experience in sales, business development, conferencing, and business events. She was most recently with Marriott International as the Market Director of Sales (Australia and Fiji). Prior to that, Joo-Rei had held MICE Director of Sales role at dual property Sheraton Grand and St Regis Macau, Langham Hospitality Group Hong Kong, and Island Shangri-La Hong Kong. Preceding those roles, her hotel sales experience was primarily focused on United States and Canada markets.

Ms Mathieson has a strong network of clients and industry peers in the Asia market and her new role will include engaging local and global stakeholders and companies to secure their corporate meetings and incentive programs (business events) for Sydney and NSW.

Welcoming Ms Mathieson to the BESydney team, Director – Global Corporates & Incentives, Sinead Yeo said, “We are very excited to have Joo-Rei join the team. India is a burgeoning market of opportunity for BESydney that is going from strength to strength. We look forward to Joo-Rei’s new business event perspectives and supporting the team in this post-pandemic recovery environment”.

For more information go to [BESydney.com.au](https://besydney.com.au).

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About Business Events Sydney (BESydney)

BESydney promotes Sydney as the pre-eminent Asia-Pacific business visitor destination and acquires strategic business events that deliver economic and social impact for Sydney, NSW and global communities. We are independent and not for profit, supported by the NSW Government, City of Sydney and industry.