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Business Events Sydney Appoints New Director to Lead UK/European Engagement

Sydney business events bidding specialists Business Events Sydney (BESydney) today announced the appointment of Jamie Ades as its new Director, Europe.

A UK-based Association specialist with over 20 years' experience in the business events industry, Jamie has represented VisitBritain as well as key venues including the Barbican Centre, QEII Centre and ExCeL London.

Mr Ades commences on 9 May 2023, joining the company's Berlin-based Associate Director Europe Sebastian Gonzales, providing BESydney geographic coverage for the world's largest source market of largescale globally rotating Association conferences and conventions and meetings.

Welcoming Mr Ades into the BESydney fold, Executive General Manager Bidding Kristian Nicholls said, "Jamie's experience and reputation in the global association market, linking in with Sebastian based in Berlin, and our other in-market teams in Asia and North America, gives us a formidable and knowledgeable team showcasing Sydney's industry sector strengths and event capability around the globe".

Mr Ades said, "I'm thrilled to be joining BESydney at such an exciting time, and I look forward to the opportunity to contribute to Sydney's rise as the leading APAC destination for business events. I look forward to building on the already achieved success and showcasing Australia's unmatched sector offerings."

Mr Nicholls added: "BESydney is well and truly back to pre-COVID levels with around 100 bids on the go, including bidding for 2026, when our new Western Sydney International Airport opens, and beyond. So far, this financial year, we've secured 44 new meetings solidifying a strong forward pipeline with 275 future business events heading to Sydney between now and 2030.

"With key delegate markets in our region, including China, now returning in greater numbers, we offer an open invitation to European-headquartered associations to add a fresh Southern Hemisphere perspective to their global conversation by partnering with us to bring their next global event to Sydney, an experienced, welcoming and culturally unique destination – on the lands of the oldest continuous culture on the planet."

Mr Ades will hit the ground running, joining BESydney CEO, Lyn Lewis-Smith, Mr Nicholls and Mr Gonzales representing Sydney at the world's largest business events industry showcase, IMEX Frankfurt, 23-25 May.

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

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- [Jamie Ades – Image](#)

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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.