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## **14 bid wins in two months: BESydney ends year on a high**

*Final months of 2022 deliver an estimated direct expenditure (DE) of \$40 million*

BESydney has announced its bidding services experts have secured 14 bid wins with a combined DE of \$40 million. These events will bring in thousands of international delegates from key industries and fields of study, solidifying the Sydney business event pipeline through to 2029 with 85 global and national events, generating an estimated \$483 million in direct expenditure (DE).

With a month still to go in 2022, the wins round out a very successful year for BESydney with more than 259 events secured\* generating an estimated \$181 million in direct expenditure for the state.

While some of the business events won remain confidential until formally announced by the event owners, they align with the State's global sector strengths and include:

- International Mining and Resources Conference (IMARC) will return to Sydney and the International Convention Centre (ICC Sydney) in 2023. The conference is expected to attract 6,000 delegates from 110 countries over three days to collaborate on trends in mining, investment and innovation towards a sustainable future and is anticipated to be worth \$17 million to the local economy.
- IEEE International Future Energy Electronics Conference 2023 (IEEE IFEEC), attracting 300 delegates over four days, which BESydney estimates will generate DE of \$1.1 million. The IEEE IFEEC is a biannual event bringing together academicians, students, researchers and practicing engineers from all over the world to present emerging topics on electronic technologies for future energy applications.
- The IEEE International Symposium on Mixed and Augmented Reality (ISMAR) is the leading international academic conference in the fields of Augmented Reality and Mixed Reality. When it is held in Sydney in 2023 attracting 400 delegates over five days and generate an estimated \$1.9 million in DE for the local economy.
- The International Council of the Aeronautical Sciences (ICAS) 2026 is the pre-eminent forum for the world community in aeronautical science and engineering and will be holding its Congress at the ICC Sydney. The event is set to attract 700 delegates over four days generating an estimated \$2.5 million to the local economy.
- The ICC Sydney has been confirmed as the host for the Australian Physiotherapy Association's (APA) national conference 'Physiotherapy' in 2027. The conference is expected to attract 1,800 delegates over three days generating an estimated DE of \$5.1 million. With over 29,000 members, APA is the peak body representing the interests of Australian physiotherapists and their patients.

BESydney CEO, Lyn Lewis-Smith said, "We are so thrilled to be finishing 2022 on a high and with confidence for what 2023 holds for BESydney. We are continuing to focus our efforts to contribute to the growth of our State's sector strengths and that strategy is proving to be incredibly successful. Tapping into our city's DNA will continue to be our focus next year".

*\* Including business events for Greater Sydney supported via Sydney Business Events Fund COVID-recovery grants administered by BESydney in conjunction with Destination NSW on behalf of the NSW Government*



Tourism Australia, Managing Director, Phillipa Harrison said, “It is great to see a strong pipeline of international business events in Australia. Many of these events have been secured with the support of Tourism Australia’s Business Events Bid Fund Program, including the International Council of the Aeronautical Sciences (ICAS) 2026. This event, and the other recent bid wins, will deliver significant benefits to the economy.”

For more information on BESydney go to [besydney.com.au](http://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.