

18 September 2023

BESydney Appoints New North America Director

BESydney has appointed Rahul Shah as Director for North America to lead the organisation's presence across the US and Canada to maximise global meeting opportunities in both the Association and Corporate/Incentive markets.

Based in Toronto, Mr Shah is an Association specialist with over 20 years' experience in the North American business events industry, having represented the Metro Toronto Convention Centre as well as several international hotel brands. He will commence 25 September 2023.

Mr Shah has spent the last 11 years in the position of Senior Manager, Sales – International Associations at the Metro Toronto Convention Centre, responsible for targeting international congresses/conventions greater than 2,000 pax.

Prior to that he held the position of Group Sales Manager, representing five Starwood Hotels & Resort properties in the Government & Aboriginal market segments.

Kristian Nicholls, Executive General Manager, Client Engagement of BESydney said, "We are very excited to have Rahul onboard, completing a formidable international team in the northern hemisphere, working alongside Jamie Ades, Director, Client Engagement, Europe, based in the UK and Sebastian Gonzalez, Associate Director, Europe based in Germany.

Mr Shah said, "I'm thrilled to be joining the BESydney team and building on Sydney's strong profile in the North American market. Sydney is the leading APAC destination for business events, showcasing Australia's unmatched industry sector offerings.

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

- Ends -

For media information contact BESydney, Sarah Stevenson, sstevenson@besydney.com.au / +61 2 9332 5213.

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.