



SOUTH AUSTRALIA WINS MAJOR WORLD CONVENTION

The Adelaide Convention Bureau has successfully submitted a bid to host the 2014 World Aquaculture Congress.

This major world congress is one of the largest to be held in this state with more than 3,000 delegates and 200 exhibitors expected from around the globe heading to South Australia for the four day event – and injecting some \$11.5m into our economy in doing so.

Damien Kitto, Adelaide Convention Bureau CEO said, “The win is testament to the Adelaide Convention Bureau’s Conventions Adelaide program and our ‘Team Adelaide’ approach. This ‘team’ approach saw input into the bid submission from the State Government, PIRSA, South Australian Tourism Commission and the Adelaide Convention Centre before we presented it to their board at the last World Aquaculture Congress in Mexico. We also invited a representative from the World Aquaculture Society to Adelaide for the Adelaide Convention Bureau’s annual showcase event, Destination SA (July 2009) at which they saw firsthand, what South Australia has to offer in terms of products and services. This is not only a significant but very satisfying win for the State in light of the fierce global competition of the business events sector.

World Aquaculture Society Asia Pacific Chapter President Roy Palmer said the World Aquaculture Society along with its Australian partner, National Aquaculture Council “is thrilled to be bringing the World Aquaculture Conference to Adelaide in 2014. South Australia is at the leading edge of Aquaculture and we know that our members will be excited at the prospect of the Symposium being held there.”

A team from the international organising committee will visit Adelaide mid this year for a site inspection from which they will determine a number of suppliers. They will also visit Kangaroo Island and Eyre Peninsula as many of the international delegates will tour these regions giving the state a terrific opportunity to showcase our own aquaculture industry internationally.

Worldwide, aquaculture is growing by approximately 11% each year and produces around a third of the world’s total food supply. In SA, our aquaculture industry generates more than \$262 million per year and is responsible for a third of all farmed seafood in Australia.

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