



International Congresses and Transformation

# **World Genetics Case Study**

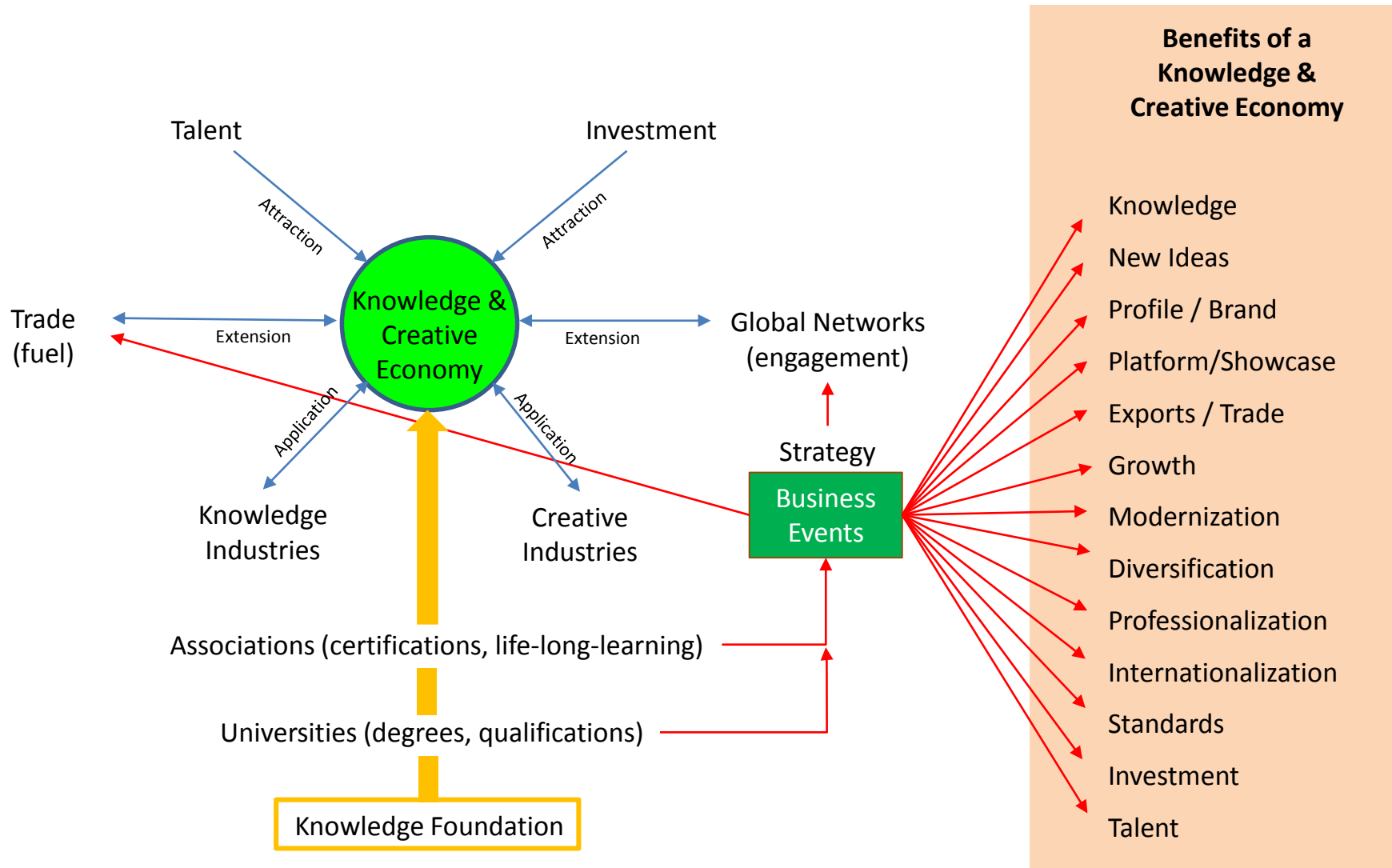
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Association Day

Riyadh

February 2018

# Business Events as a Strategic Driver



## The Vision:

THE HEART OF THE ARAB AND ISLAMIC WORLDS, THE INVESTMENT POWERHOUSE, AND THE HUB CONNECTING THREE CONTINENTS

## Linkages to Civil Society and International Conventions

### AN AMBITIOUS NATION

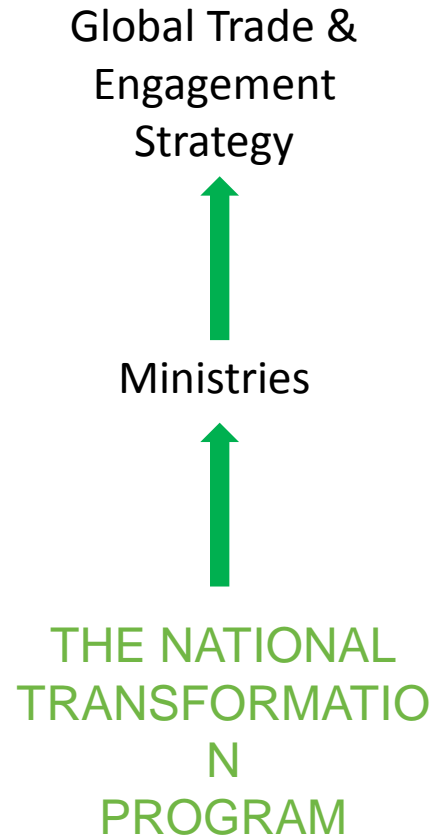
- Civil Society
- Social impact
- Knowledge transfer
- Management practices

### A THRIVING ECONOMY

- Learning for Working
- Talent Acquisition
- FDI
- Regional and International Integration
- Exports
- Boosting SMEs
- Continuing Education

### A VIBRANT SOCIETY

- Health



# Ambassador Programs (Envoy Program)

clubmelbourne

- State Government Priority:
  - Top 5: Biotech centres in the world
- Ambassador:
  - Phil Batterham, Associate Dean of Science (Genetics), University of Melbourne



## Case Study:

# XIX International Congress of Genetics Melbourne Exhibition & Convention Centre Melbourne, Australia



# Case Study: XIX International Congress of Genetics

## Background on Melbourne:

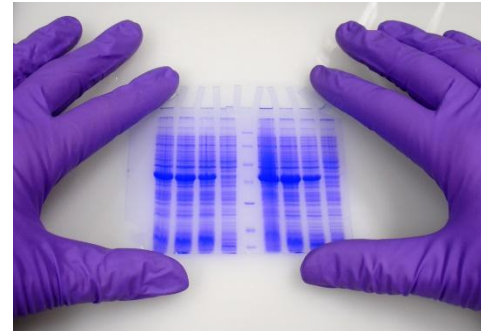
- Knowledge driven economy
- Four Nobel Prizes in medicine and physiology
- 2010 Most Admired Knowledge City (World Capital Institute)
- Ranked 19<sup>th</sup> most innovative city in the world (2010 Global Innovative Cities Index - 289 cities)



# Case Study: XIX International Congress of Genetics

## Goals

- To position Melbourne & Victoria as one of the world's top 5 genetic research centres
- Lift the profile of genetics research in Australia
- Provide professional development opportunities for Australian geneticists
- To attract the world's leading scientists, medical supply companies and investors to Melbourne



# Case Study: XIX International Congress of Genetics

## Bid Promotion Strategy

- Promoted as the 'Olympics' of Genetics
- 50 years after the discovery of the structure of DNA
- Sought best geneticists in the world as speakers
  - 280 prominent speakers, including 6 Nobel Laureates attended





# Case Study: XIX International Congress of Genetics

## Outcomes

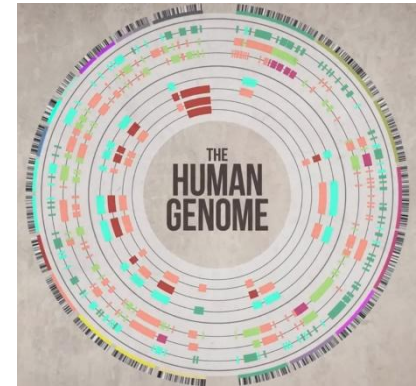
- 2,725 delegates from 67 countries
- Australian expertise enhancement
  - over 1,200 Australian geneticists attending
  - 500 students involved
- International geneticists visited scientific establishments throughout Australia
- Enhanced Melbourne's international reputation for biotech research
- 75 national and international scientific journalists attended
- Extensive national and international media coverage
- Hotel Room Nights: 14,000
- Economic Impact: AUD\$23 million
- State Tax Revenue: AUD\$4 million



# Case Study: XIX International Congress of Genetics

## Other Genetics Related Congresses Hosted by Melbourne:

- International **Agricultural Biotechnology**
- International Human **Brain Mapping**
- International Conference on **Environmental Mutagens** - ICEM
- 23rd International Conference on **Yeast Genetics and Molecular Biology**
- 2th International Conference of **Parasitology**
- World Congress on **Huntington's Disease**
- 25<sup>th</sup> Congress for the International Society for **Forensic Genetics**
- Lorne **Genome** Conference
- Australian **Genomics Technologies** Association
- International Conference on **Systems Biology**



# Be a Local Hero



رؤية VISION  
2030  
المملكة العربية السعودية  
KINGDOM OF SAUDI ARABIA