

B2B – Digwyddiadau Busnes | MICE | Business Events



This is Wales for
Business Events

#MeetInWales



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- Hyrwyddo Cymru fel cyrchfan hyfyw, groesawgar ar gyfer digwyddiadau busnes
 - Targedu Cymdeithas, Cynllunwyr Corfforaethol a Chymhellion a phrynwyr ar gyfer adeiladu tîm, profiad a gweithgareddau corfforaethol ac academaidd – yn genedlaethol ac yn rhyngwladol
 - Gweithio ar draws sectorau allweddol ac Academia i leoli Cymru fel cyrchfan ar gyfer cydweithio, cyfarfodydd a digwyddiadau
 - Darparu llwyfan i gynnyrch Cymru i gystadlu ar lwyfan rhyngwladol
 - Alinio pob ymdrech i Raglen y Llywodraeth, Strategaeth Ddigwyddiadau Genedlaethol Cymru 2022-2030 ynghyd â Strategaethau Rhyngwladol a Thwristiaeth.
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- Promoting Wales as a viable, welcoming destination for business events
 - Targeting Association, Corporate & Incentive planners and buyers for team building, corporate and academic experience and activities – nationally & internationally
 - Working across key priority sectors and Academia to position Wales as a destination for collaboration, meetings and events
 - Providing a platform for Wales product to compete on an international stage
 - Align all efforts to Programme for Government, The National Events Strategy for Wales 2022-2030 plus International and Tourism Strategies.



Cyflwyniad i Farchnata B2B Business Marketing

Angen

Cyfraddau archebu gorau ar gael, capasiti lleoliadau, Trefnwyr lleol / Cwmnïau Rheoli Cyrchfan/ Sefydliadau Rheoli Cyrchfan, cynnyrch a phecynnau. Syniadau ar brofiadau ac am gydweithredoedd o fewn y gyrchfan.

Darparu

Cynadleddau, Cyngresau, arddangosfeydd, cyfarfodydd, Lansio Cynnyrch, ciniawau mawreddog, cymhellion, digwyddiadau adeiladu tîm

Need

Best available booking rates, venue capacities, ground handlers | DMCs | DMOs, Products and packages. Ideas on experiences and collaborations within destination. VIK or subvention efforts within Destination.

Deliver

Conferences, Congress, Exhibitions, Meetings, Product Launches, Gala dinners, Incentives, Team Building Events.



- **Arddangosfeydd | Exhibitions**
IMEX, TMSUK, IMEX America, IBTM
- **Cyfleoedd i Bartneriaid | Partner Opportunities**
m&I forums, CHS Show etc
- **Digwyddiadau Diwydiant | Industry Events**
mia, ICCA Chapter UK & Ireland, PCMA, ICCA Congress, ABPCO
- **Partneriaethau Strategol | Strategic Partnerships**
VisitBritain, The Business of Events (TBOE), Events Industry Board, Cross Whitehall Working Group, VisitWales Regional Fora, EWIAG
- **Llysgennad Cymru | Ambassador Wales** Conference Programme

Cyfleoedd | Opportunities

- Product Listings (free)
- Access to TXGB
- Social Media integration
- Digital content & inclusion
- Case Studies & Spotlight pieces
- 'Hero' Business Events Group
- Product to product facilitation
- Cross Collaboration
- E-news & industry news
- Access to VisitWales assets
- Access to MICE PR engagement
- Access to MIW assets to support bid/ rfp efforts
- Annual calendar of events and opportunities
- Cronfa ddata Cynnyrch Twristiaeth Cymru | Wales Tourism Product Database
- Ymweliadau & Gweithdai | FAM Visits / Exhibitions / Workshops

Platform | Platforms

- MeetInWales.com
- VisitWales.com
- TravelTrade.VisitWales.com
- Wales.com

TXGB: <https://www.txgb.co.uk/>

Rhestri | Listings:

visitwalesopps@northwalestourism.com
visitwales@mwtcymru.co.uk

Cyswllt | Contact

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#MeetInWales



Diolch

**This is today's office.
This is Wales.**

