

Toulouse and the GSCA: Great news for year 2013.

May 2013: Toulouse and the Alliance members presented, during the IMEX 2013 Frankfurt, the **new logo of the Alliance**.



This new logo reflects the combination of scientific innovation, research and the hospitality/event industry for the development of great world conventions. It is the symbol of interconnection, innovation, knowledge and collaboration.

In February 2013, the General Assembly of the GSCA took place in Toulouse. The objective: To develop together a strategic action plan, with the creation of a strong visual identity, the launch of a common database, and the development of a website.

Background review:

In 2011, at the ICCA World Convention in Leipzig, Germany, Toulouse engaged in the development and promotion of world scientific congresses by forming the GSCA, The Global Science and Convention Alliance, with DIME, Deajeon International Marketing Enterprise, Korea, Adelaide Convention Bureau, Australia, and Hyderabad Convention Bureau, India.

The GSCA is an alliance between convention bureaus that aim to create of community of interests between destinations that have great potentials in the fields of scientific research and high technology industries. Its objectives:

- To create a network for a permanent and sustainable partnership
- To allow a rotation between the destinations of world scientific conventions
- To encourage the development scientific exchanges
- To encourage synergies to conquer new markets
- To give a leadership role to the member destinations