

ABITO, the Belgian Association of Destination Management Companies, has, after a period of relative inactivity, decided to revitalize and regroup to actively represent its members and the Meetings & Incentives Industry in Belgium.

Although only 8 members 'strong', they are determined to fight for a positive and sellable image of Belgium as a destination.

Their goals are clear: to establish a quality label for the association by creating a community of interest, to protect its members and suppliers from non-licensed competition and to establish a close working relationship with the government.

We all agree that, especially as far as promoting the destination is concerned, ABITO has a huge challenge ahead of it. However, Rome was not built in one day and therefore they have a strategy of 1 day, 1 effort at a time. They will need to get through to the politicians of this country in an effort to make them recognize the importance of our industry, one of the largest in terms of employment in our country. First approaches have been made with a view to get an insight in the whole political process, how, and more importantly, why certain decisions are taken. With more clarity on this point, ABITO will be able to have a more defined approach to the relevant decision makers.

With a view to the future, ABITO hope to expand their membership, although very strict joining conditions will have to be adhered to in order to maintain the quality label as defined in the goals of the organization. To become a full member of ABITO, candidates need to be a fully licensed agency, the member needs a minimum of 2 years of experience in Belgium and actively promote Belgium.

Today the members of ABITO are: @dmire, All About Belgium, De Boeck, BITS, HANSA Incoming, Mindstream, Ovation Belgium and Tellus.

www.abito-incoming.be