

## **Lutruwita/Tasmania to visit IMEX for the first time**

Business Events Tasmania (BET) will join the global business events sector in May when it exhibits at IMEX Frankfurt 2025, for the first time.

BET is the Tasmanian destination experts, supporting corporate meetings, incentive programs, large conferences for up to 1100 people and trade shows that provide a world-class business event experience. The team can also help with event funding through the Tasmanian State Government's Business Events Attraction Fund.

CEO Marnie Craig said BET are excited to be joining representatives from the global meetings, events and incentive market at the largest trade show of its kind in Europe.

"Tasmania as a destination that understands sustainability and our connection to the environment.

"Internationally momentum is building around the topics – and others – like carbon neutrality.

"Tasmania is already self-sufficient in renewable electricity, achieving net-negative carbon emissions for 9 years in a row and is 3rd jurisdiction in the world to achieve a carbon negative state.

"We maintain one of the largest World Heritage Areas in the Southern Hemisphere and approximately half of our land is protected in parks and reserves.

"In our view, Tasmania is best explained as "see clear hear". Our state provides an opportunity to take a different look at the world – to stop, breathe in and exhale."

At IMEX Frankfurt, BET will be located within the Business Events Australia Pavilion at **Stand B290** and welcomes bookings for one-on-one appointments during the exhibition.