

## PATA signs MoU with ICCA

- A Monitor Desk Report

Date: 13 November, 2023



**Dhaka: The Pacific Asia Travel Association signed a Memorandum of Understanding with the International Congress and Convention Association, becoming dedicated partners in establishing meaningful connections between the two organisations, said the former in a release.**

The agreement was signed by PATA CEO Noor Ahmad Hamid and ICCA CEO Senthil Gopinath at a ceremony held on November 12 during the ICCA Congress 2023 in Bangkok.

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Thailand Convention and Exhibition Bureau President Chiruit Isarangkun Na Ayuthaya, PATA Chair Peter Semone and ICCA President Marta Gomes were also present at the ceremony.

Speaking on the occasion, Noor Ahmad Hamid, CEO, PATA, said, "Our collaboration with ICCA underscores the unwavering commitment of both organisations to foster responsible and sustainable growth within the travel and tourism industry, not only in the Asia Pacific region but also on a global scale."

Under the MoU, both parties plan to create joint programme content designed to

nurture the 'Business Travel' sector in the Asia Pacific region, emphasise sustainability in future activities and events, and begin cross-participation in flagship events between the Associations, among other priorities, added the release.

"ICCA is proud to sign this important MoU agreement with PATA which reinforces how closely linked our organisations are. We both share values around sustainability, education, legacy, and advocating for the global significance of international collaboration and partnership" said Senthil Gopinath, CEO, ICCA.

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