

Press Release
Marne-la-Vallée, April 7th 2017

***100th M&I Forum:
A Great Success which Underlines Disney Business Solutions' Commitment
to Business Tourism in France***

Disneyland® Paris hosted the 100th edition of the Meeting & Incentive Forums from March 28th to April 1st. The event beat another attendance record with a total number of 740 event suppliers and buyers.



The very-own concept of M&I Forums trade events allied with Disney Business Solutions' many assets and expertise in event organisation helped making **this M&I Forums' anniversary edition the largest ever organised.**

The Spring M&I Forum Europe brought together 320 buyers and 420 suppliers from 30 different countries for four days of business meetings and networking, with more than 16,000 table top appointments at Disney's Newport Bay Club® convention centre.

During the event, participants discovered Disney Business Solutions' large range of offers including a convention centre dedicated to professional customers, immersive site visits, gala dinners in the *Star Wars* universe and in the Walt Disney Studios® Park or team-building activities. Disney Business Solutions teams set up 25 happenings called *Magical Moments* to bring unexpected magic to the stay, from arrival to departure, reflecting their core value to turn events into emotions.

Disneyland Paris has been a key player in France's tourism industry for 25 years. By hosting the Spring M&I Forum Europe, Disney Business Solutions emphasised its strong commitment to the MICE industry, since the event is an opportunity to promote France as an attractive destination to major international business actors.

Commenting on the event, Richard Barnes, CEO of Worldwide Events, said: "We were to hold our 100th Forum at Disneyland Paris. The Disney Business Solutions team worked tirelessly to create a magical atmosphere for our delegates and we couldn't be happier with the result."

Nicolas Dupeux, Director of Disney Business Solutions, concluded: "I am very proud that we succeeded in making this event a great success, with M&I Forums' trust and our teams' know-how. This is a major event not only for Disneyland Paris but also for the MICE market in Paris and in France".

About Disney Business Solutions

Disney Business Solutions is the entity in charge of business tourism and special events in Disneyland® Paris, Europe's leading integrated destination (hotels, restaurants, rental spaces, activities, etc.). The market leader, Disney Business Solutions has been organising around 850 events a year for the last 24 years. Their teams rely on the power of the DNA of Disney, the creator of storytelling, and mobilise all their expertise to place emotion at the heart of their events in order to turn them into unforgettable stories.

About Meeting & Incentive Forums

The first Meeting & Incentive Forum was launched in 2006 in London as a solution to a marketplace that was demanding a fresh approach. The M&I Forums offer MICE suppliers the opportunity to attend an event with vetted, hand-selected MICE buyers, all of whom have confirmed budgets to spend. Participating suppliers conduct a series of private 18-minute meetings with a minimum of 50 qualified buyers during the four-day events. All meetings are pre-scheduled, with both the buyers and suppliers selecting their appointments. Buyers attend the events for two days and can choose which dates they prefer to attend. Networking opportunities are presented throughout the events including lunches, refreshment breaks, drink receptions, gala dinners and social activities which are also included.

The Meeting & Incentive Forums are operated by Worldwide Events. Worldwide Events is a division of Big Worldwide (<http://www.big-worldwide.com/>), a global travel, technology, events and media company founded in 1995. Their events have become a global success since launching in 2004; those include: Meeting & Incentive Forums (<http://www.mi-forums.com/>), PRIVATE Luxury Forums (<http://privateluxuryforums.com/>) and Amour (<http://www.amourforum.com/>).

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