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PRESS RELEASE — FOR IMMEDIATE RELEASE

Sarawak Releases IJBEL Special Edition on Sustainability at IMEX Frankfurt, Emphasising Commitment to a Resilient Future

Frankfurt, Germany, 14 May 2024: The International Journal of Business Events and Legacies (IJBEL) Strategic Advisory Tripartite has launched the special edition of the journal today at IMEX Frankfurt. Volume 2 Issue 2 of IJBEL focuses on sustainability and underscores the dedication to promoting sustainable practices within the business events industry.

IJBEL is the first international publication dedicated to business events and legacies that aims to bridge the gap between academic and non-academic communities. The journal is led by a Strategic Advisory Tripartite consisting of the Ministry of Tourism, Creative Industry and Performing Arts Sarawak (MTCPI), the International Congress & Convention Association (ICCA), and Business Events Sarawak (BESarawak). Meanwhile, Curtin University Malaysia is the appointed journal manager.

IJBEL Volume 2 Issue 2 takes a comprehensive approach to sustainability, covering social, economic, and environmental aspects, and emphasises the collective role individuals and organisations can play in fostering a sustainable industry.

“Adopting sustainable practices in the industry goes beyond minimising waste, reducing carbon footprints, and promoting responsible consumption. We need to examine whether our current practices promote local partnerships, create opportunities for local talents and diverse communities to contribute to the sustainability goal, and encourage leadership that celebrates diversity and inclusion. This edition is about thinking globally and acting locally for lasting change,” said **The Honourable Dato Sri Abdul Karim Rahmah Hamzah, Minister for Tourism, Creative Industry and Performing Arts Sarawak and Patron of IJBEL**. “To make and emphasise the positive impact of what we do, we must pay attention to the finer details and recognise the significance of our actions in shaping outcomes. We hope that everyone can draw inspiration from this special edition and apply it in the future. The IJBEL Strategic Advisory Tripartite is also open to welcome more collaborators.”

“As members of the international meetings and events community, we all need to rethink our practices to be more sustainable,” said **ICCA CEO and Chairman of the IJBEL Advisory Board, Senthil Gopinath**. “Our sustainability efforts are a big part of the legacy we present to the world. We're proud to share in this issue of IJBEL how together, we can uphold the overarching goal of a more sustainable industry, and focus on the important work being done to further our goals of sustainable planning, execution, and management.”

“We’ve strategically launched IJBEL Volume 2 Issue 2 given that IMEX’s core values are responsibility and sustainability within event planning and management. The journal is designed for universal use and contribution, serving as a valuable educational resource for everyone in the business events community, from all corners of the globe, to enhance their event quality,” emphasised **Amelia Roziman, CEO of BESarawak**. “The IJBEL is now indexed with an International Standard Serial Number (ISSN) (2785-8499) and E-ISSN (2785-8855), meeting prerequisites for researchers and other academicians to cite the journal content.”

Readers can expect thought-provoking content, actionable insights, and valuable resources aimed at driving impact and sustainable change. There are nine papers in the IJBEL Volume 2 Issue 2:

1. Leaving a Legacy Through Conferences and Exhibitions: The Enduring Value of Repeat and Globally-Rotating Events in Vancouver, British Columbia (*Jeff Wahl, Kara Walker*)
2. Impactful Business Events vs. Publications: Two Sides of the Same Coin? (*Andreas H. Zins, Mair, J., & Ntounis, N.*)
3. Sarawak’s Vision of Borneo’s Legacy Capital for Business Events (*Andreas H. Zins*)
4. The Future of the Meeting Industry (*Amélie van den Akker, Santusha Felipa, Merel Jansen, Pia von Putbus, and Marleen Schuit, Hotel Management School Maastricht*)
5. The Copenhagen Legacy Lab Strategic Approach (*Bettina Reventlow – Mourier: Copenhagen Convention Bureau/ Copenhagen Legacy Lab, Jens Degett, Scientific Journalist*)
6. Winning a Tough Bid & The Value to 2nd Tier Destination Convention Bureau Environment-Part I (*Mike Cannon*)
7. Winning a Tough Bid & The Value to 2nd Tier Destination Convention Bureau Environment-Part II (*Mike Cannon*)
8. The Copenhagen Blueprint: Redefining Sustainable Architecture at the UIA World Congress 2023 (*Mette Lindberg*)
9. Shaping Destinations with Business Events: Insights into Ecosystem Dynamics (*Birgit Pacher, Christopher Roerig, Christopher Roerig, Tilman Naujoks*)

IJBEL is inviting submissions for papers and interested authors can submit their manuscripts through the official website at <https://ijbelegacy.com/manuscript-submission/>.

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ABOUT BUSINESS EVENTS SARAWAK (BESARAWAK)

BESarawak was established in 2006 by the Sarawak Government as a non-profit destination marketing organisation to promote Sarawak for national and international business events. Support and services include, but are not limited to, bidding services, developing business events of interest, delegate marketing, financial support and developing incentive itineraries. BESarawak is a member of the International Congress and Convention Association (ICCA), Union of International Associations (UIA), and Union des Foires Internationales (UFI) - The Global Association of the Exhibition Industry. Visit www.businesseventssarawak.com for more information. *Business events refer to meetings, incentives, conventions and exhibitions. BESarawak is also known as 'Biro Konvensyen Sarawak' (Bahasa Malaysia) or 砂拉越会议局 (Mandarin).*

ABOUT LEGACY IMPACT

Legacy impact refers to the long-term, positive benefits that business events bring to sectors, communities, trade and investment, the environment, and governance. Sarawak is the first in Malaysia and one of the few in the world to focus on legacy impact as a sustainable method of measuring the value of business events. The sector is one of six in the Sarawak Government's Post COVID-19 Development Strategy to achieve economic prosperity, social inclusion, and environmental sustainability by 2030.

ABOUT THE INTERNATIONAL JOURNAL OF BUSINESS EVENTS AND LEGACIES (IJBEL)

IJBEL is the world's first publication on business events and legacies with a vision to be the global leading journal for business events. The mission is to be recognised as a knowledge repository in legacy impact and sustainability. IJBEL is an open-access journal that publishes original research and industry articles on business event issues varying from business tourism to meetings, incentives, conferences and exhibitions, meeting ideas, and economic, social, and tourism legacies. For more information, visit <https://ijbelegacy.com/>.