

OUR PURPOSE as an Association

We intend as an Association to **add value to Cordoba** as a city for congresses, meetings, conventions and incentives, to achieve, together with the managers of the tourist destination, the necessary goals to increase the competitiveness of **Cordoba as a destination for MICE Tourism**.

Our Association includes the entire value chain of the sector. From the organizing companies to the experience providers, including venues, accommodation, technology providers, audiovisual services, design and production services, catering services, transportation companies, congress merchandising companies and catering.



Cordoba Association of Congress Organizers



Asociación de Organizadores de Congresos de Córdoba

Center for Training, Initiative and
Support for Entrepreneurial Activity

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Asociación de Organizadores de Congresos de Córdoba

OUR MISSION

To promote the generation of quality professional services for meeting tourism in Córdoba, among OPC associates and other collaborating partners of our industry, through the culture of continuous improvement at work, the development of innovation and the application of sustainability criteria throughout the value chain of events.



VALUE PROPOSITION for our associates

REPRESENTATION WITH OFFICIAL ESTAMENTS OF INTEREST

The interests of the associated companies are represented by the Association before all official bodies at local, provincial, regional and national level; guaranteeing the relations with them.

PROFESSIONALIZATION AND TRAINING

Access to a space that promotes participation in technical seminars and workshops on areas of professional interest in the sector.

COMMERCIAL VISIBILITY

The Association is a channel to enhance the commercial visibility of the associated companies, through the activities it organizes, the Association's own website and its social networks.

NETWORKING

The Association provides spaces to increase the possibilities of interaction among the associated companies. In this way, the possibilities of professional collaboration and common learning are enhanced.

INFORMATION

The associated companies have access to professional information and news of interest about the sector, being not possible to access them if they are not associated.

With the joint work of the associates, we contribute to having a more solid and competitive sector, capable of attracting congresses to Córdoba, giving clients an excellent response.

With the union of the companies within the Association, we are more powerful in our commitment to improve the business capacity, the viability of our companies and make more sustainable events leaving a positive legacy in the city of Córdoba.



OUR OBJECTIVES

- ▶ To promote Córdoba in the MICE sector as an ideal place for the organization and realization of congresses, meetings, conventions and trade fairs.
- ▶ To represent and defend the interests of the associates before any public and private organization.
- ▶ To promote the professional recognition of the entire MICE industry in Córdoba, strengthening the professional image of the companies.
- ▶ To collaborate with the MICE Tourism Destination Manager in the development of the necessary actions to enhance the competitiveness of Córdoba as a MICE tourism destination and to encourage its promotion and dissemination.
- ▶ To enhance the quality of the services provided by the associates.
- ▶ To foster professional union and collaboration among associate members, developing the dissemination and transmission of knowledge.
- ▶ To foster the commercial relationship and collaboration among the associated companies.
- ▶ To give visibility to the professional congress organizer and all specialized collaborators, highlighting their fundamental role within MICE.
- ▶ To promote innovation in the organization of events, through workshops and technical seminars on the value chain of our activity.
- ▶ Promote our commitment to progress in the application of sustainability throughout the value chain of the organization of congresses, meetings, conventions and trade fairs.
- ▶ To commit ourselves to the realization of inclusive events, responding to people with different needs.