

# Media Release

**The Hon Martin Pakula MP**

Minister for Industry Support and Recovery

Minister for Trade

Minister for Business Precincts

Minister for Tourism, Sport and Major Events

Minister for Racing



Tuesday, 30 November 2021

## MELBOURNE ATTRACTS TECH LEADERS WITH MAJOR BUSINESS EVENTS

Global blockchain gurus and technology players will converge on Melbourne for two significant business events, underscoring Victoria's leadership in the high-yield sector.

In an Australian first, Melbourne will host the largest blockchain series in the world – *The World Block Chain Summit 2022*. The event will deliver an estimated economic contribution to the state of \$1.3 million, around 600 room nights to boost the Victorian hotel and accommodation sector and drive 600 delegates through the Melbourne Convention and Exhibition Centre doors.

The Summit will run from 15-16 September 2022, bringing together an elite gathering of technology leaders, startups and enterprises from across the world to share and evaluate the latest trends in emerging technologies.

In 2024 Melbourne will be home to the *ACM International Conference on Multimedia (ACM MM 2024)*, the Association for Computing Machinery's annual international conference on multimedia. It is the field's premier conference and a key event to display scientific achievements and innovative industrial products in multimedia.

Hosted at the Melbourne Convention and Exhibition Centre from 28 October-1 November, *ACM MM 2024* will attract 600 delegates and make an economic contribution of almost \$4 million to the state.

The successful bids were led by the Melbourne Convention Bureau and were preceded by more good news as Melbourne cemented its position as the number one sustainable city in the Asia-Pacific region for business events in the Global Destination Sustainability Index (GDS-Index).

### Quotes attributable to Minister for Tourism, Sport and Major Events Martin Pakula

*"Victoria is Australia's innovation state and Melbourne a place that inspires progressive thinking, so it's the perfect destination to host these world-leading tech events."*

*"Our hotels, restaurants and attractions will all benefit as hundreds of delegates experience the best our city has to offer while sharing knowledge and leading the way for the future of technology."*

### Quote attributable to Melbourne Convention Bureau CEO Julia Swanson

*"Melbourne is a place that inspires experimentation, innovation and creativity. These business events will showcase local talent and spark collaborations between international networks and industries to drive economic growth."*