

FUNDING FOR GRABS AS SYDNEY MEETINGS FUND LAUNCHES IN INDIA & SOUTHEAST ASIA

Understanding the cost pressures on event planners across the region, Sydney's specialist bidding expert Business Events Sydney has announced new funding is available for travel agents and meeting planners in India and Southeast Asia.

Applications to the new Sydney Meetings Fund (SMF) are open for a limited time and can be used to cover/offset an event's on-the-ground expenses in Sydney.

Designed for smaller (100-250 person) corporate and incentive events, the funding support is accessible through BESydney's website [here](https://hello.besydney.com.au/1/315211/2024-01-22/mqh5v). (<https://hello.besydney.com.au/1/315211/2024-01-22/mqh5v>)

"Since the BESydney SMF opened, we have seen a number of event owners and organisers register and qualify for financial support for events in 2024. Sydney is the top market in Australia for India, and we look forward to welcoming corporate meetings and incentives from India and Southeast Asia. From feedback received following our 2023 India fam to Sydney we know delegates love the natural beauty and wildlife in Sydney as well as the adventure, sporting experiences and culinary offerings", said BESydney Executive General Manager Client Engagement, Kristian Nicholls.

The independent and not-for-profit BESydney is also making it easier to book Sydney with planning tools, supplier connections and their experts' best tips on the latest hot new experiences, hotels and attractions to surprise, delight and inspire delegates.

Planners with events larger than 250 delegates can also contact BESydney directly via this site.

"We cannot wait to share Sydney's fresh new story with agents and clients who will be inspired by the new luxury hotel landscape, exciting new attractions and experiences, not to mention the unique venues from super yachts to exclusive islands. Sydney has changed dramatically in recent years, and we look forward to sharing the city's fresh energy and evolving landscape," said Nicholls.

Discover more about BESydney at besydney.com.au

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About Business Events Sydney (BESydney)

BESydney promotes Sydney as the pre-eminent Asia-Pacific business visitor destination and acquires strategic business events that deliver economic and social impact for Sydney, NSW and global communities. We are independent and not for profit, supported by the NSW Government, City of Sydney and industry.