



SUPPORT FOR THE M.I.C.E. INDUSTRY (CORPORATE EVENTS) IN THE CANARY ISLANDS

Since March 2020 the M.I.C.E. industry (meetings, incentive trips, congresses and exhibitions) has suffered the cancellation / delay of hundreds of **corporate events** in the Canary Islands. Some of these cancelled events take months and even years to organize.

The M.I.C.E. industry is composed of a specialized business fabric (companies, freelancers and workers) which offers innumerable services of all kinds and which on many occasions, due to the very nature of the activity, go unnoticed. Conference halls, organizers, hotels, hostesses, designers, printing houses, transport companies, interpreters, translators, audio-visual companies, catering services, restaurants, decorators, assemblers, furniture rental companies, activities, musicians and actors and actresses are to a greater or lesser extent agents within the M.I.C.E. industry.

M.I.C.E. activity constitutes a basic pillar for communication and the development of modern societies and is essential in sectors and circumstances such as:

- B2B or B2C meetings, which take place at fairs and congresses and are essential to publicize products and services.
- The health sector needs to meet regularly to exchange knowledge, information on advances, treatments.
- Companies need to meet to establish strategies, organize their future objectives, train their staff and communicate.
- Incentive trips are an important pillar of motivation for companies' staff, customers and suppliers.
- The M.I.C.E. sector acts as a prescriber of the destination for those who come to the islands for work reasons and then decide to return to enjoy their vacations, sports and culture.

Learning and intercommunication are vital for the expansion of knowledge and research and the M.I.C.E. sector is an essential vehicle for the correct development of these tasks. M.I.C.E. activity requires a wide, silent industry, as well as a highly specialized and professional one; the disappearance of this industry can have important economic and structural consequences for a society that needs to continue advancing.



ASOCIACIÓN CANARIA DE LA INDUSTRIA M.I.C.E.

Meetings | Incentives | Conferences | Exhibitions

After more than a year of inactivity in the M.I.C.E. sector the situation can be depicted as follows:

1. Many companies have closed or are about to close, with the consequent loss of jobs and knowledge.
2. There is a general feeling that legislators have not differentiated the M.I.C.E. activity from non-professional social events and therefore without control (private parties, family gatherings, etc.).
3. They have legislated without considering the professionalism of the sector and their duty to comply with protocols and commitments with society to create safe and healthy environments.
4. The updated regulations published by the Canarian Government (B.O.C. 51 of march 13th, 2021) distinguish M.I.C.E. and cultural activity, which makes corporate events hardly possible.
5. The current regulations generate tremendous legal uncertainty, which in turn hampers any attempt to undertake any activity in this industry.
6. The regulations are notably more restrictive and confusing than those developed in other autonomous communities and neighbouring countries with a worse epidemiological situation than the one currently existing in the Canary Islands Autonomous Community.

The M.I.C.E industry does not work in the short term, but in the medium and often long term scenarios; therefore it will certainly be one of the industries that recovers the latest. The current situation and regulations in place at the present time, may be leading to the dismantling of an industry that would take years to rebuild if our legislators do not act quickly.

Faced with this situation, the signatories of this document demand the creation and convening of a sectorial working group with the Island Councils and the Government of the Canary Islands that will allow the creation of specific regulations for the M.I.C.E. industry and which constitutes the basis for developing the activity in the current situation and to be able to prepare projects for the future.

Board of Directors
Canary Island Association of the M.I.C.E Industry