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## Sydney secures jewel in incentive crown

Sydney has won the right to host Best World Lifestyle's (BWL) International Convention for 2019 – bringing some 6,000 delegates over five days to the harbour city and generating an estimated A\$30m for the New South Wales economy.

The event was secured by Business Events Sydney (BESydney), with support from Destination New South Wales (DNSW) and Tourism Australia.

Sydney is becoming the “must-do” destination for global corporations out of Asia looking for unique and high quality destinations to provide a tailored experience to reward, motivate and inspire their top performers.

“Once delegates step foot in Sydney next May they will experience the very best of the city and state,” said BESydney CEO Lyn Lewis-Smith. “This is an opportunity to create authentic experiences with locals, sample fresh Australian produce and catch a glimpse of why Sydney is such an appealing destination to work and live.”

The Singapore-headquartered skincare and nutrition organisation has an established network of more than 490,000 independent distributors and customers across 12 markets. BWL creates incentive programs to reward those who reach the performance pinnacle in their network.

“We chose Sydney because of BESydney’s persistence to truly understand our motivations and objectives,” said Dr Dora Hoan, BWL Founder, Co-Chairman, Group CEO and Managing Director. “Their client focus and passion meant they were able to demonstrate effectively why Sydney is the perfect destination for our incentive and reward program.

“Australia has always been a dream destination for many Asians – it has aroused the curiosity of many with its fresh air, pleasant weather, relaxing pace and remarkable cultural landscapes. Best Worlders are very excited and looking forward to the arrival of this day!”

The conference will be held at International Conference Centre Sydney (ICC Sydney), Australia’s premier and first fully-integrated convention, exhibition and entertainment precinct.

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