

ZURICH, SWITZERLAND, January 18, 2014 **/24-7PressRelease/** -- According to the "ICERTIAS - QUDAL - QQuality meDAL EU (European Union) MICE survey" for 2013, London and Germany represent the top city and country, respectively, in terms of the Top Quality of MICE (meetings, incentives, conferencing, exhibitions) services in the European Union.

The survey is based on the experience and opinions of 12,012 business executives from 28 EU countries.

After London, the EU business tourism destination cities include Vienna in second place, Barcelona in third place, Berlin in fourth place and Paris in fifth place.

In the survey, respondents were asked the following question regarding their opinion of which cities were best suited for business: "Which city in the European Union, in your experience and opinion, offers the best quality in terms of MICE services, i.e. offering services related to business meetings, incentives, conferencing and exhibitions for business people and companies."

The survey also asked respondents the following question on countries: "Which country in the European Union, in your experience and opinion, offers the best quality in terms of MICE services, i.e. offering services related to business meetings, incentives, conferencing and exhibitions for business people and companies."

Each question in the survey was open-ended. Respondents were not provided with answers in any form and could type in the name of any city or country they felt had the best price-quality ratio for MICE services. The format was intended to gauge their opinion from an EU sense, so any city or country in the European Union was an acceptable answer.

NOTES FOR EDITORS

In the ICERTIAS - QUDAL - QQuality meDAL EU (European Union) MICE 2013 survey", a total of 12,012 business executives from 28 EU countries participated. The survey was conducted from October 23 to December 12, 2013.

Conducted only in the English language for all participating countries, the survey employed a CAWI (Computer Assisted Web Interviewing) methodology with an innovative (Deep Mind Awareness) examination technique. Respondents were encouraged to think about their answer, take time with their replies and not give the first answer that came to mind (top of the mind).

They were also asked not to specify which countries and cities they most frequently go to on business trips (because those destinations are closest to where they work, or their company works in co-operation with companies from that particular country, city, etc.).

Instead, respondents were asked to think based on their personal experience and that of their colleagues, specifically the city or country they personally believe offers the best quality for business people and companies regarding MICE services.

Survey respondents were not allowed to specify cities and countries where they live and work most of the year (more than six months annually).

The Information and data presented in this report and announcement are for informational purposes only. This report is neither designed nor intended to be used for making investment decisions. ICERTIAS and the distributor of the information from this report cannot be in any way responsible for decisions or actions carried out based on the results of the survey, and/or the information contained in this document. The entire survey was conducted with special attention and effort to present the results in a precise and transparent manner. However, ICERTIAS and/or its partners, managers and/or employees are not liable for the accuracy and/or credibility of the information presented here or in the survey.

This is the first QUDAL - QUality meDAL research of this kind, related to MICE destinations, that ICERTIAS has conducted on an EU scale and on an international level in accordance with the CAWI - DEEPMA method.

Additional details and information regarding the ICERTIAS - QUDAL - EU MICE survey is available from ICERTIAS - International Certification Association GmbH, Zurich, Switzerland. Please ask for Media dept: +41-43 508 1051; [press\(at\)icertias\(dot\)com](mailto:press(at)icertias(dot)com).

ICERTIAS - TOP "QUDAL - QUality meDAL" EU MICE COUNTRIES MICE = (meetings, incentives, conferencing, exhibitions)

1. Germany2. UK3. Austria4. Spain5. France

ICERTIAS - TOP "QUDAL - QUality meDAL" EU MICE CITIES MICE = (meetings, incentives, conferencing, exhibitions).

1. London2. Vienna3. Barcelona 4. Berlin5. Paris

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ABOUT ICERTIAS

ICERTIAS - International Certification Association GmbH is a private, politically independent organization based in Zurich, Switzerland. ICERTIAS (<http://www.icertias.com>) stimulates innovative ways of market testing and research at both local and international levels. The organization is primarily focused on the global recognition and promotion of product quality and value. ICERTIAS also encourages international cooperation between current and new testing, research and certification organizations and promotes collaborative development of testing, research and certification tools across national borders. Operating from a consumer perspective, ICERTIAS educates local organizations to promote products and services tested to meet its high-quality standards, offer better value, and extend such quality to local and international markets. Internationally, ICERTIAS is now best known for its BestBuy Award (<http://www.bestbuyaward.org>) and QUDAL - QUality meDAL (<http://www.qudal.com>) research and certification systems.

ABOUT QUDAL - QUality meDAL

QUDAL - QUality meDAL (www.qudal.com) is a continuous project for research and awarding products, services and other subjects in local and international markets that offer the best quality - exclusively based on the experience and opinions of consumers. On a global scale, the QUDAL - QUality meDAL project is conducted and supported by the Swiss organization ICERTIAS - International Certification Association based in Zurich, Switzerland. While conducting their researches for the QUDAL system, ICERTIAS cooperates with many independent local and international organizations, in turn encouraging cooperation related to raising awareness of the importance of quality both on the local market and at the global level.

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QUDAL - QUality meDAL EU MICE survey

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