

ABITO, the Belgian Association of DMC's, met last week at the van der Valk Hotel in Diegem. Reason for this meeting was to install its incoming new board and update members and prospects on the developments of the association. Only recently, the ABITO membership approved a Quality Label that will be adhered to by each member. This quality label sets ABITO members apart from non-licensed agencies and guarantees higher quality and added value to prospective customers. A copy of this Quality Label can be downloaded from the ABITO website (www.abito-incoming.be). Hugo Slimbrouck, ABITO's outgoing president said: "All members of ABITO have signed and pledged on this set of quality rules." Several updates have been made on the ABITO website and a new flyer has been used by *Toerisme Vlaanderen –Belgian Convention Bureau*, *Tourisme Wallonie-Bruxelles* and *Visit Brussels* at the major tradeshows over the last 6 months. Members are happy with this proactive sales tool and have urged the 3 DMO's to keep on using the flyer at all trade shows.

The incoming board consists of: (from left to right)
Dirk Bracaval of @dmire – meetings incentives conferences events (president),
Chantal Quirijnen of De Boeck Incoming (vice president)
Michel Deswaene of Focus Flanders (vice president)



Dirk Bracaval, ABITO's new incoming president, is very proud to continue the good work of previous boards, together with Chantal Quirijnen and Michel Deswaene, representing the ABITO's new board. ABITO's focus stays the same: *putting the job of a DMC in the spot lights, getting recognised by all authorities and keeping an eye on 'non honest competition'*. The latter is also the main reason for setting up a quality label, which guarantees safety and quality for our clients and their guests. In the end, ABITO wants to represent the whole Belgian DMC and Incoming Industry to get more business to Belgium, heart of Europe with lots of hidden pearls to be discovered. And that's what a DMC should offer: local knowledge and creativity!