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It's got to be Sydney
**BESydney signs as host city partner for inaugural Get Local
business events showcase**

BESydney has been named the Host City Partner for national business events exhibition, Get Local 2021, the first major business events trade show in NSW since the pandemic and a key initiative to rebuild and grow business events across the region.

Bringing together the best of business events across Australasia, Get Local 2021 will connect buyers, exhibitors, and industry, help them identify business opportunities, drive lead generation, build relationships and grow their networks.

NSW Minister for Jobs, Investment, Tourism and Western Sydney, Stuart Ayres said: "It's great to see further progress in kickstarting NSW business events with this major trade show taking place in Sydney in the coming months. Growing this industry is key for the state's economy and this will be a great opportunity to showcase our world-class venues and events offering."

BESydney CEO Lyn Lewis-Smith said: "It's now more important than ever to come together, to meet and network as we rebuild and grow, and as a centre for business, academia and associations, Sydney is the right place to host this inaugural expo."

Ms. Lewis-Smith added: "Now is a great time to showcase our destination, event suppliers, and product. Over the last year, hotels, venues and suppliers across Sydney and NSW have used the time to reimagine and reinvent their offering to deliver even greater value to visiting delegates and develop state-of-the-art capabilities for hybrid events and virtual attendees."

Get Local 2021 is taking place at the city's state-of-the-art International Convention Centre Sydney (ICC Sydney) between 29-30 July 2021.

All exhibitions held at ICC Sydney are delivered in line with the venue's rigorous ASM Global Venue Shield [EventSafe Operating Guide](#) while meeting the current NSW Government restrictions, to ensure the safe running of exhibitions in an environment transformed by the coronavirus pandemic.

For more information: www.getlocalexpo.com.au

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Media Enquiries: Lisa Bowman, BESydney, M: 0402 786 641, E: lbowman@besydney.com.au



About 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.

About Get Local 2021:

Get Local 2021 is a one-stop shop for event destinations and suppliers for meetings, events, conferences, incentives and group business travel across Australia, New Zealand & the Pacific. Get Local is committed to providing an effective and efficient business platform for suppliers to connect with the business events sector.