



2011 IFEA World Festival & Event City Award Recipients

“Recognizing the best in community leadership and festival and event partnerships around the world.”



The International Festivals & Events Association announced and recognized the 2011 recipients of the "IFEA World Festival & Event City" award during the 56th Annual IFEA Convention & Expo in Fort Worth, Texas, United States on October 3rd, 2011. The IFEA would like to congratulate all of our 2011 IFEA World Festival & Event City Award Recipients.

Dubai, United Arab Emirates



Dubai is the second largest of the seven United Arab Emirates and probably the most well known; its strategic location in the heart of one of the world's richest regions midway between the Far East and Europe being a key element in its success. Although Dubai's economy was built on the oil industry, the emirate's model of business drives its economy, with the effect that its main revenues are now from tourism, real estate, and financial services, similar to that of Western countries. Dubai has recently attracted world attention through many innovative large construction projects and sports events.

From a humble fishing village to a modern bustling metropolis in just over three decades, Dubai has burst on to the global scene as perhaps one of the most happening cities in the world with its ambitious projects and unique events. With its lavish reputation, Dubai continues to impress with world-class events such as the annual Dubai Shopping Festival, Dubai International Film Festival, Dubai World Club, and Dubai Desert Classic golf tournament.

Gimje-si , Jeollabuk-do, South Korea

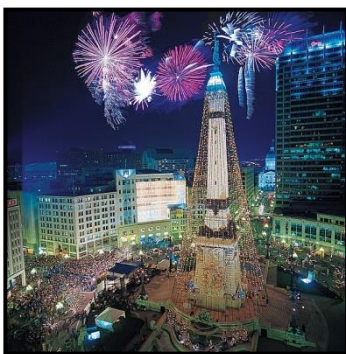
Judges Selection for Most Outstanding Global Entry

Gimje is a typical small agricultural town located in the southwestern part of Korea harvesting one fortieths of the rice produced in Korea every year. Korea's farming culture is thriving in the Gimje plain, the nations' largest breadbasket, with an infinitely spread horizon. In the fall, the region depicts beautiful Korean autumn scenery, commonly described as having golden wave of yellow rice on plains under the crystal clear blue sky.

Due to the agricultural benefits in the city, the city government launched the Gimje Horizon Festival to help urban visitors enjoy all these beauties of the region as a well-packaged tourism attraction while improving the brand image of the region and competitiveness of its rice products. (Photo from Gimje Horizon Festival)



Indianapolis, Indiana, United States



Indianapolis, the capital of Indiana, is by far the largest city in Indiana, the 12th largest city in the U.S., the most populous state capital east of the Mississippi River and is also one of the fastest growing regions in the United States. Indianapolis has an arts community that includes many fairs celebrating a wide variety of arts and crafts including Broad Ripple Art Fair, Talbot Street Art Fair, Carmel Arts Festival, Indian Market and Festival, and the Penrod Art Fair. Every May since 1957, Indianapolis holds the 500 Festival, a month of events including a mini marathon and festival parade, the latter being the day before the Indianapolis 500. Indianapolis is also home to the Indiana State Fair as well as the Heartland Film Festival, the Indianapolis International Film Festival, the Indianapolis Theatre Fringe Festival, the Indianapolis Alternative Media Festival, and the Midwest Music Summit.

Johannesburg, Gauteng, South Africa



Johannesburg, affectionately known as Jo'burg, Jozi and JHB by South Africans, is the capital of the province of Gauteng, the richest province in South Africa. Often referred to as the 'City of Gold' due to its rich gold-mining heritage, Johannesburg is a striking city of contrast and considerable wealth, despite its relative youth, being founded just over 120 years ago, in 1886. The Johannesburg of today is South Africa's financial capital and a truly vast city, being one of the biggest in the whole of Africa, after only Cairo (Egypt) and Lagos (Nigeria).

Johannesburg is rich in culture and entertainment, and plays host to many festive activities throughout the year including the International Mozart Festival; The Rand Show, one of Johannesburg biggest festivals, the Oyster and Wine Food Festival and the month long Arts Alive Festival.

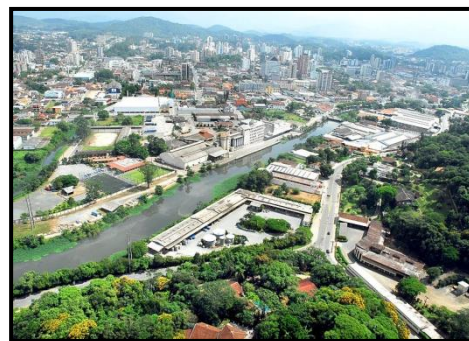
Joinville, Santa Catarina, Brazil

Located in the Santa Catarina State, in the Southern Region of Brazil, Joinville is Santa Catarina's largest city. In 2010, its population has reached approximately 520,000, many of whom are of German descent.

Owing to urban development and relatively good infrastructure, Joinville has become a major center for events and business conferences. The city has one of the highest standards of living in Brazil.

Joinville is famous for its strong German-influenced culture. The city retains many aspects of the German culture, in its architecture, in the local dishes, parties and in the way of life of its inhabitants, known as workaholics.

Joinville is the host city of the *Festival de Dança de Joinville* (Joinville Dance Festival) which is the world's largest dance event, held every year during the month of July.



Meizhou Island of Putian City, Fujian Province, China



As the birthplace of legendary Mazu, Goddess of the Sea, Meizhou Island of Putian City in China's Fujian Province is the cradle of Mazu culture and the location of the first Mazu temple. For over a thousand years, the belief in Mazu gradually merged with traditional customs and has now turned into a folk culture in worship of Mazu in the form of temple fairs or custom practices at home and in Mazu temples around the world. The memory and belief of Mazu has deeply impacted Chinese people's life, especially those who live in coastal areas and their descendents. Mazu culture has become a significant cultural bond to enhance family harmony, social solidarity, as well as the community identity of all Mazu followers. The China Meizhou Mazu Cultural Tourism Festival has

become a prominent tourism festival that serves as an important platform for international cultural exchange. (Photo from the China Meizhou Mazu Cultural Tourism Festival)

Reykjavik, Iceland

Judges Selection for Most Outstanding Global Entry

Reykjavik is the capital of Iceland and the country's largest city. Located on the south west peninsula of Iceland, Reykjavik enjoys a surprisingly energetic and inspiring community of artists, musicians, writers and designers. This creative group finds one of its outlet in the cities numerous festivals and events.

Reykjavik offers ongoing festivals and events throughout the year. The city is the home of around 30 festivals annually which focus on everything between tango and the Icelandic horse, design and cutting edge theater.

The City of Reykjavik produces many of the city's largest festivals and is a proud and important sponsor of many more. In 2004 the City Council approved a Tourism Policy which supported the importance of festivals and events for the cities' image as a young, cultural and vibrant city. In 2011, Reykjavik City Council approved a new Tourism Policy which further emphasizes the importance of festivals and events playing a major role in portraying Reykjavik as an attractive destination all year round. (Photo from Visit Reykjavik)



São Paulo, São Paulo, Brazil



São Paulo is the largest city in Brazil, with a city population of about 11 million and almost 20 million in its metropolitan region. It is the capital of the Southeastern state of São Paulo, and also a beehive of activity that offers a jovial nightlife and an intense cultural experience. São Paulo's financial might and metropolitan style give its annual festival offerings international and cosmopolitan flair. The city's year is packed with events that showcase what this colossal metropolis does best. São Paulo's cultural calendar covers everything from art to music, cinema to food, and carnival! The city government and business sponsors pour more than \$R20 million into the *folia* each year, aiming to build a local scene of note.

Besides organising the main spectacle in the Sambódromo, many Paulistanos are involved in samba school rehearsals (*ensaios*), street parades (*blocos*), the January selection ceremony for the carnival's king and queen (Rei Momo and Rainha), and smaller neighbourhood celebrations. The most known samba schools are: *Nenê de Vila Matilde*, *Vai-Vai*, *Camisa Verde e Branco*, *Unidos do Peruche*, *Mocidade Alegre* and *Rosas de Ouro*. (Photo From Jefferson Pancieri – SPTuris)

Shanghai, China

Shanghai, meaning city by the sea, is situated right in the middle of China's east coastline on the west shore of the Pacific Ocean. Boasting easy access to the vast hinterland, Shanghai is an excellent sea and river port. The city is divided into two parts by the Huangpu River: Puxi (west of the Huangpu River) and Pudong (east of the Huangpu River). Puxi is the older part of the city and hosts the majority of shops, restaurants and museums. Pudong is the modern part, and is recognized for its rather unusual yet extremely impressive high-rises such as Shanghai's tallest buildings, the Shanghai International Financial Center, Jinmao Building and the Oriental Pearl TV Tower.



Shanghai, known as a city of festivals and events, such as Shanghai World Expo 2010, Formula One Chinese Grand Prix, Shanghai International Film Festival, Shanghai ATP Masters 1000, 14th FINA World Championships – Shanghai 2011 has increasingly attracted international attention. Shanghai is alive with various cultural festivals and sport events all the year round. (Photo from Shanghai International Conference Management Organization)

Sydney, New South Wales, Australia

Judges Selection for Most Outstanding Global Entry



Sydney is the largest and most populous city in Australia and the state capital of New South Wales. Located on Australia's south-east coast of the Tasman Sea, Sydney is Australia's premier city; a vibrant, cosmopolitan, creative and blessed city with the natural beauty of its unique landscape and breathtaking harbour. With a culturally-diverse population of 4.6 million and over 200 languages spoken, Sydney is also Australia's business and media

capital, and home to the nation's thriving creative industries. In addition, Sydney offers a range of exciting festivals and events including the world famous *New Year's Eve*, *Sydney Festival*, *Sydney Film Festival*, *Sydney Writers' Festival*, *Sydney Gay and Lesbian Mardi Gras*, *Sydney International Art Series*, *Vivid Sydney* and *Crave Sydney International Food Festival*. (Photo from Events New South Wales)