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## ASM GLOBAL APPOINTS INAUGURAL GENERAL MANAGER FOR THE MIDDLE EAST'S LARGEST EXHIBITION AND CONVENTION CENTRE



Dr Debbie Kristiansen



The new Bahrain International Exhibition & Convention Centre

ASM Global has appointed experienced Middle East venue management and entertainment professional Dr. Debbie Kristiansen as General Manager of the new Bahrain International Exhibition & Convention Centre, due to open in 2022.

The new Bahrain International Exhibition & Convention Centre is set to boost the Kingdom of Bahrain's position as a leading meetings and events destination, attracting future tourism investment and events to the region. With 95,000 sqm of exhibition space over 10 Halls, a 4,000-seat tiered auditorium, 95 meeting rooms, Royal & VIP Majlis and a 250-seat restaurant, the Centre will be the largest venue of its kind in the Middle East.

The appointment of Dr Kristiansen, who has lived and worked in the Middle East for 16 years, has been applauded across the industry. Ranked in the Top 30 Most Inspirational Women in the Arab World 2019 and Middle East Female CEO of the Year 2018, with a long and distinguished career in the tourism, exhibition, events and entertainment industries, Dr Kristiansen's knowledge and understanding of the culture and the character of the region will be an invaluable asset in her new role.

**ASM Global APAC & Gulf Region Chairman and Chief Executive, Harvey Lister AM** said Dr. Kristiansen is the ideal candidate to take on the role of General Manager of this landmark development.

"Debbie has more than 30 years' experience in the industry and her leadership skills will bring many unique qualities to the role.



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“Her appointment will help consolidate ASM Global’s reputation in the region as the world’s leading producer of event experiences and enhance Bahrain’s standing as an international meeting destination.”

Commenting on her appointment, Dr. Kristiansen said she was ‘truly excited’ to join the ASM Global family with its unparalleled reputation for delivering the very best in venue and event management and creating memorable experiences.

“To have the opportunity of working both for ASM Global, and to return to the beautiful destination of Bahrain, is a dream come true. This will allow me the privilege to help mentor and build the talent and skill set of young Bahrainis for generations to come.

“I look forward to working closely with Bahrain Tourism & Exhibition Authority to develop and grow the international MICE business, and to create a long-term legacy for Bahrain,” she said.

**Iain Campbell, Executive Vice President, ASM Global – Gulf Region**, welcomed Dr. Kristiansen’s appointment and said it highlighted ASM Global’s reputation and ability to attract the best talent from across the globe.

“It is a pleasure to have Debbie on the team with her considerable knowledge and experience across the broader industry, both regionally and internationally.”

Iain Campbell said he looked forward to welcoming other industry professionals to the team as the project progressed, offering a unique opportunity for those wanting to be part of the Middle East’s biggest and most advanced exhibition and convention facility. Visit [www.bahrainiecc.com](http://www.bahrainiecc.com) for more information.

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#### **About ASM Global**

ASM Global is the world’s leading producer of entertainment experiences. It is the global leader in venue and event strategy and management – delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company’s elite venue network spans five continents, with a portfolio of more than 325 of the world’s most prestigious arenas, stadiums, convention, and exhibition centers, and performing arts venues.

#### **ASM Global (Asia Pacific)**

From its Asia Pacific headquarters in Brisbane, Australia, ASM Global operates a network of venues that includes convention & exhibition centres in Brisbane, Cairns, Darwin, Newcastle, Sydney, Bahrain (opening 2022), Christchurch (opening 2021) and Jeddah (opening 2025), Kuala Lumpur and Shenzhen; Suncorp Stadium in Brisbane, Kai Tak Sports Park in Hong Kong (under construction) and interests in major stadia in Sydney, Parramatta and Perth; and entertainment arenas and performance theatres in Brisbane (4), Cairns, Darwin, Newcastle, Perth, Sydney (4), Bangkok (Em Live Theatre and Bangkok Arena both opening 2023), Dubai, Hong Kong, Kuala Lumpur and Jeddah (opening 2025).



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ASM Global's diverse portfolio of clients benefit from the company's depth of resources and unparalleled experience, expertise and creative problem-solving. Each day, the company's tens of thousands of passionate employees around the world deliver locally tailored solutions and cutting-edge technologies to deliver maximum results for venue owners and amazing experiences for guests. By consistently looking for new ways to envision, innovate and empower the spaces and places that bring people together, ASM Global elevates the human spirit while delivering the highest value for all stakeholders. For more information, please visit [www.asmglobal.com](http://www.asmglobal.com).