

# OFFICIAL STATEMENT

Mexico City, March 13th, 2020.

Dear Clients, Colleagues & Community Members:

Undoubtedly, the current global situation derived from the spread of the coronavirus (COVID-19) is putting our society, institutions, industries, countries; the MICE being perhaps one of the most shocking industries due to these sensitive events.

Daily, new information is getting related the different sprouts & measurement in all spheres on our society to reduce the situation.

For more than three decades, BTC's mission has been gather people, however, our highest priority are the "health & well-being" of our clients, collaborators & members of this community.

Therefore, we are implementing protocols and measures that allow us to properly manage events as well as the parameters of the re-programming of conventions, congresses and meetings within the health and control policies dictated by official organizations. We also make our technology available on digital platforms for meetings, virtual & remote conferences.

Now, more than ever, it is everyone's duty to prevent and act responsibly.

We also recommend checking the latest information constantly published on official sites:

[www.who.int](http://www.who.int)

[www.gob.mx/coronavirus](http://www.gob.mx/coronavirus)

We strongly endorse our unconditional support for our entire community, and we offer our advice on any matter related to an industry as noble and exciting as that of events and meetings.

Yours Sincerely,



Alejandro Ramírez Tabche.  
CEO BTC