

Open GI Gives Delegates A Boost At BIBA 2008 In Glasgow

Open GI drew in the crowds at the BIBA 2008 Conference with demonstrations of new eCommerce solutions ranging from a simple online brochure through to full integration with aggregator sites.

Visitors at the conference held at the SECC in Glasgow in May were also given a sneak preview of PowerPlace, a new concept in commercial lines trading, which will transform the way brokers transact their commercial business.

Our award winning barista was again on hand to give delegates a boost during the day with a selection of the finest coffee at BIBA, giving away over 500 cups. And press attended an exclusive drinks reception at the Malmaison Hotel in Glasgow.

This year's event attracted a record number of attendees for an event outside of London, with over 2,400 visitors over the three days.

Simon Hughes, Sales and Marketing Director, Open GI, was pleased with the number of visitors to the Open GI stand. He said, "After the success of last year's BIBA in London we are thrilled that delegates were once again drawn to the Open GI platform.

"BIBA is always a great event to showcase new products and our eCommerce solutions attracted many enquiries.

"We are looking forward to next year's event in Manchester, which coincides with our 30th anniversary of providing broking solutions."

BIBA 2009 will take place on **13th May - 15th May** at the **Manchester Central** (formerly the G-MEX Centre).
See you there!



"Open GI was a godsend in the mornings with a coffee stall that put Pret to shame"
Insurance Times