



[INDUSTRY PROFILES](#) > [Major events in Sydney and New South Wales](#)

Sydney: global city for the world of events



Sydney is one of the world's most appealing and culturally-diverse destinations.

The city was named the best city brand in the world in the 2006 edition of the Anholt City Brands index ahead of London, Paris, Rome, New York, Washington DC, San Francisco, Melbourne, Barcelona and Geneva.

Sydney shared ninth place with Bern out of 215 cities in the 2006 Worldwide Quality of Living survey compiled by Mercer Human Resource Consulting. It ranked well above other Asia Pacific cities and ahead of all Australian capital cities.

Sydney is Australia's lifestyle and business capital and dominates in film, fashion, music, broadcasting, publishing, games, interactive media, software development, advertising and industrial and virtual design.

Sydney has world famous tourism attractions and a diverse variety of restaurants, shops and fashion houses, urban and national parks, galleries, museums, cultural centres and beaches.

Sydney's world class restaurant scene is enjoying growing international recognition and has become a tourist attraction in its own right.

For more information

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