

MCE CENTRAL & EASTERN EUROPE 2016: THE MICE INDUSTRY BUSINESS ENERGIZER

Tuesday, 12 January, 2016: With one and a half months to go before the start of the much anticipated sixth annual edition of the **MCE Central & Eastern Europe** MICE business forum, the Europe Congress team is gearing up for its biggest success yet.

The **MCE Central & Eastern Europe forum** offers a unique opportunity for Convention Bureaux, hotels, DMCs, airlines, and other MICE industry suppliers from participating Central and Eastern European countries to meet and do business with selected qualified pre-screened event buyers from all over the world who have upcoming business for the region.

While participation continues to grow, there yet remain several spots for MICE suppliers from the region, as well as event organizers invited as hosted buyers. Participation offers a unique and true business experience.

To answer the question "What makes you different?", Asya Revina, Business Development Director at Europe Congress states: "Our approach to the Hosted Buyer Program process is a 3 step qualification procedure which guarantees that the event brings on board exclusively those event organizers that have upcoming business for the region. This assures that the pre-scheduled one-to-one meetings are as productive as possible. Synergy during the meetings is what really matters and highly appreciated by all of our event participants. Moreover, I would like to emphasize that the Hosted Buyer Program that we offer, offers a full and individually tailored service from the moment that the application is accepted. This, together with our truly innovative model of meeting generation, allows our participants to focus on doing business without the hassle of many arrangements."

Our event partner, Visit Berlin, is hosting the evening program on Monday 22 February at Spindler & Klatt. Situated on the river Spree in Eastern Berlin, this former bakery is a club, restaurant, and lounge. The culinary concept of Spindler & Klatt combines sophisticated interior design, impressive lighting, and artistic performances to make an excellent event venue that is well-suited to a wide range of business events.

For more information and participation opportunities in both this and forthcoming events, please go to the website: www.europecongress.com.

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