



Europe Congress

Event Solutions

PRESS RELEASE

ANTICIPATION GROWS IN THE FEW WEEKS RUNNING UP TO THE START OF THE SIXTH ANNUAL EDITION OF THE MCE CENTRAL & EASTERN EUROPE, MICE BUSINESS FORUM.

Monday, 1 February, 2016: The MCE Central & Eastern Europe forum is a platform for the entire Central & Eastern European region to showcase its high quality, unique incentive possibilities, and value for money. For the last six years, this event has brought together many destinations and their quality suppliers to meet with carefully selected event planners from leading international agencies, corporations and large international associations, to ensure the satisfaction of all participants and to make the forum the ideal MICE business one-stop shop.

Paying tribute to the events format with destinations and suppliers from Central & Eastern Europe, this business forum moves around the region and is hosted by a different destination each year. Not only does this add to the understanding among the destinations and providers that the event promotes the entire Central & Eastern European region, also it allows event planners to seek participation in the one of the destinations of their interest.

The 2016 forum is being hosted in Berlin and with visitBerlin, backing this year's effort as an event partner, when asked about their eagerness to host this year's MCE central & Eastern Europe, visitBerlins Director of Conventions, Heike Mahmoud stated: "We look forward to welcoming the MCE Central & Eastern Europe Business Forum to Berlin for the first time. The event is the ideal opportunity for our city to present itself to an international audience. In addition to the one-of-a-kind experience offered by Berlin, participants will also get to explore the city's extensive offerings for conferences, conventions, and corporate incentives."

Europe Congress has extensive experience in the organization of these targeted business forums, and one of the reasons for its success has been the focus on creating synergy between participating buyers and sellers. The event in Berlin will be no exception, with buyers coming from Western Europe, CIS countries, the Middle East, Asia and North America, the leading invitation criteria is their upcoming business for Central & Eastern European countries and their being able to communicate and do business with the participating MICE suppliers from the region.

More news regarding other event activities such as the key note sessions and the Berlin site-inspection program will be announced during the next press release, coming up next week.

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

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