

June 2014

MCE Central & Eastern Europe: Destination Warsaw

-The 5th Annual edition of MCE Central & Eastern Europe in February 2014 is slated for the Polish Capital

Prague, June 2014: MCE Central & Eastern Europe 2015 will be hosted in the grand capital city of Poland, Warsaw. In its quest to highlight the very strong abilities of the CEE region to host any type of meeting, incentive trip, congress or exhibition, the host city is changed annually within the region. Given its central position within the Central and Eastern European region, rich history, excellent reachability and progressive business pace, Warsaw is the perfect choice to host the 5th Annual Edition of MCE Central & Eastern Europe, organized by Europe Congress from 15 to 17 February 2015.

Alain Pallas, the CEO of Europe Congress stated *"We're particularly happy to bring the event in its fifth year to Warsaw. Thanks to the great support and dedication of the Warsaw Convention Bureau and the Warsaw Tourism Organisation, in supporting the effort to the full 100%, Warsaw can showcase its huge potential to 120-150 selected key event planners first hand."* He emphasized, *"Having organized this event in cities such as Prague, Budapest and Bucharest in previous years, we feel Warsaw's high quality of venues, reachability of the destination and excellent value for money expresses well the fantastic opportunities that lie within the entire CEE region accordingly."*

This successful must-attend boutique event is easily explained: handpicked planners from leading world-wide agencies, corporate companies and large international associations increase their knowledge about CEE destinations and their high quality services and products to engage in business. The action packed yet varied event program of pre-scheduled one-to-one meetings, educational sessions, networking and social events help to increase valuable business relationships. This one-stop-shop event commits to high quality standards and fills the need for event planners to understand the assets of an entire focus region.

Europe Congress successfully held their 4th annual MCE Central & Eastern Europe (CEE) in Bucharest. From the feedback provided regarding all business that took place during and shortly after the event, up until now, it is evident that the event works and that more and more planners see why it is politically and economically correct placing their events in the CEE region more and more. *"ROI is an eminent standard we at all times aim to reach for all participants investing their time and money to join the event. We're pleased to hear the many success stories of our participants indicating that we're reaching exactly that"* Alain Pallas further explains.

The MCE Central & Eastern Europe forum is not about promoting the host city and country in particular. Event planners and organizers are invited as hosted buyers based on their business interest and volume potential for the entire CEE region. Yet, the host event partners and suppliers obviously have an opportunity to showcase their qualities in services and products to all these planners, and so will step up to the occasion to profile themselves in the best possible manner. Besides the Warsaw Convention Bureau and the Warsaw Tourism Organisation, the host venue for the event will be the gorgeous Sofitel Victoria whilst Haxel DMC as an event partner, will cater for all local ground handling support, assuring the excellent quality transfers and optional excursions for all event participants.

Europe Congress has opened participation and hosted buyer's registration through their [website](#) and is looking forward to creating yet another fabulous MCE CEE experience.

Press Contact:

Europe Congress
Jana Slepchenko
Phone: +420 226 804 080
E-Mail: js@europecongress.com

MCE Central and Eastern Europe 2015 Fact Sheet	
Date	15.-17. February 2015
Venue & Place	Hotel Sofitel Victoria, Warsaw, Poland
Key Benefits	<ul style="list-style-type: none"> • Exclusivity: participation by invitation only: Limited to <u>300</u> selected industry decision makers to ensure efficiency and business success • Focus: Exclusive regional destination format • Hosted Buyers: Pre-qualified buyers with key interest and business for the CEE • Destinations and Providers: Quality providers from the CEE only • Credibility: Annually changing event destination and venue within the CEE • Interactive: Diverse, thought enhancing event program • Quality: High end event venues and sublime dinners and parties
Central & Eastern Europe Destination Focus	Austria, Bosnia, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Germany, Greece, Hungary, Latvia, Lithuania, Montenegro, Poland, Romania, Republic of Macedonia, Russia, Serbia, Slovakia, Slovenia, Turkey, Ukraine & Other CIS countries.
Agenda and Program	<ul style="list-style-type: none"> • Pre-scheduled and match-made one-to-one meetings • Elegant networking events in an inspiring environment • Conference Program addressing hot industry topics • Two networking gala dinners in top class venues • Pre-and Post hosted familiarization tours increase the MICE knowledge of the buyers
Expected number of visitors	<ul style="list-style-type: none"> • 120-150 Event Planners • 80-120 participants from CEE Convention Bureaus and MICE Solution Providers • 15-20 speakers and VIP's
Host	Europe Congress Phone: +420 226 804 080 E-Mail: info@europecongress.com www.europecongress.com