

October 2014

### **MCE Central & Eastern Europe: Partners in the spotlight**

*-The Warsaw Convention Bureau and the Warsaw Tourism Organisation partner the 5<sup>th</sup> Annual edition of MCE Central & Eastern Europe together with Sofitel Victoria Hotel and Haxel DMC*

*Prague, October 2014:* With the fifth annual MCE Central & Eastern Europe coming up in four months time and preparations in full swing, it offers a perfect occasion to introduce some of its event partners a bit closer.

Europe Congress is organizing this region specific event, offering key event planners with business for the Central & Eastern European region the opportunity to find quality meeting and incentive suppliers within the region. Within it is obvious that the destination playing host, has a prominent role in the events build-up. The CEE region offers many excellent event destinations yet only one can be the host for each event. With Warsaw having experienced the quality of the event previously, and the impact it has on its number of event visitors annually, it came as no surprise that the eagerness to host the 2015 version, was big.

Monika Bialkowska, Managing Director of the Warsaw Tourism Organisation and the Warsaw Convention Bureau states: "Among many different tools of MICE destination marketing study, visits for meeting planners are probably the most effective ones. While looking for an efficient way to showcase Warsaw to the largest possible number of potential MICE buyers, the Warsaw Convention Bureau decided to partner with Europe Congress, organizer of the MCE CEE event - the far most important industry B2B workshop focused on Central & Eastern Europe. This is going to be the first international industry workshop bringing that many high potential clients to Warsaw ever, being the unprecedented way of displaying Warsaw on the MICE map of Europe."

Haxel Events and Incentive is one of Poland's prime DMC's, with 22 years of excellent market experiences, and also a frequent participant of the MCE Central & Eastern Europe. Hosting the event in Warsaw will see Haxel besides participating, also in the role of groundhandler offering their quality services. Director of Sales and Marketing Dorothea Goetzen: ' I am very happy that Haxel has become the ground handling partner of the MCE CEE, which promises to be the event of the year for Central and Eastern Europe. We like the whole concept of it, as it focuses exclusively on the MICE industry in the region of Central and Eastern Europe. This region has evolved a lot lately and today it has a lot to offer in terms of infrastructure, accommodation, venues and innovative ideas for incentives, still keeping a great value for money relationship. We're proud that Poland, and Warsaw especially has become a perfect place for all kinds of corporate events. Warsaw might be perceived as an embodiment of change that has taken place in Poland in the past 20 years. Today it's a thriving, modern and rich European capital, which most often exceeds its visitor's expectations. It excites me a lot that the MCE Central & Eastern Europe will be held in Warsaw next year and I look forward to meeting all the participants here!

These partners and several more to come assure, all event participants have a good understanding of the quality the destination of Warsaw offers, and is representative of the entire Central & Eastern European region.

For more information and participation visit the [Europe Congress Website](#)

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