



SOUTH EUROPE
November 13 – November 15, 2016
Rome, Italy

Thursday 22 September 2016

MCE South Europe 2016: The MICE B2B forum in Rome is shaping up to be an absolute hit!

With a mere two months to go, the MCE South Europe is an excellent opportunity for South European destinations and its MICE suppliers, as well as international event planners from worldwide destinations that are keen to extend their base of contacts and cooperation in the sunny Southern part of the continent.

The MICE B2B forum will match and probably even overcome the success of MCE Central and Eastern Europe in Berlin and MeetingPlanners Russia in Moscow that opened the year of 2016 with sparks, leaving all the participants highly satisfied and ready to make the best out of their newly acquired business contacts.

South Europe offers more than one can imagine. With up to 60 solution providers from countries such as Turkey, Greece, Croatia, Italy, France, Spain, Portugal and many more participating, and up to 90 selected event planners from worldwide destinations the event will open unique opportunities for its participants to establish long lasting relations and a solid, profitable network of contacts in the heart of Italy Rome, at the Sheraton Roma Hotel & Congress Center.

Emmanuela Maltese, Director of Business Development at Europe Congress, stated: *“We’re happy to see the increasing interest and participation of both service providers and hosted buyers: this confirms that the synergy we create by matching exactly these two groups is what both parties are seeking. With confirmed participations from Convention Bureaus and DMC’s to large hotel chains as Marriott, Melia, Starwood and Radisson, it promises to offer a great mix of destinations and MICE suppliers. Whereas Nordea Bank, Capita and Meeting select are among the carefully selected event and incentive planners coming to find new business partners!*

The unique 2,5-day boutique event is tailored to assure all participants to be spending maximum time together. Besides the unrivalled matchmade meetings, MCE South Europe offers also keynotes, lunches, coffee breaks and evening programs. A stellar evening event after the first business day is offered to all participants by Radisson Blue es. Hotel Rome. *“The Radisson Blu es. Hotel Rome, the biggest design hotel in Italy, feels flattered and honored to be given the opportunity to host the Europe Congress event dinner. This is a great opportunity for the hotel to show the uniqueness of location that is the favorite choice for meeting planners and their events, thanks to its strategic position in the center of the city. The dinner will take place on the stunning rooftop terrace with a pool, which in the past hosted not only elegant functions but also car lunches, meetings and movie set!”* says the General Manager of the hotel, Mr. Mauro Gambella.

The Europe Congress team is much looking forward to welcome its participants this November in the eternal city.

For more information and participation possibilities, please contact Europe Congress on:
Email: info@europecongress.com or Telephone: +420 226 804 080

MCE South Europe 2016, Fact Sheet

Dates: 13, 14 & 15 November 2016

Place: Sheraton Roma Hotel & Conference Center, Rome, Italy

Key Benefits:

- ✓ 2,5 days MICE one-stop-shop B2B forum; 13-15 November 2016;
- ✓ High quality event venue: Sheraton Roma Hotel & Conference Center
- ✓ Minimum of 30 to 35 pre-scheduled and match-made one-to-one meetings with hosted buyers most likely to be your next business partners. Scheduling organized by organizer;
- ✓ 80-100 qualified, reference checked and high volume MICE event producing hosted buyers meet with exclusive 60 Convention Bureaus and MICE Providers from South Europe only;
- ✓ Boutique event format to maximize connectivity's: Total of up to 200 persons remain together for the event days: No visitors;
- ✓ Numerous educational sessions by Meetology Lab: Jonathan Bradshaw, and others;
- ✓ South Europe promotional sessions emphasizing the potential of South Europe;
- ✓ Social sessions offering full catering such as coffee breaks, luncheons, welcome reception, dinners and an after dinner party to increase interaction;
- ✓ Endless networking opportunities with buyers with interest and business for South Europe.

Agenda and Program:

- ✓ Pre-scheduled and match-made one-to-one meetings
- ✓ Day networking, benchmarking and socializing in an inspiring environment
- ✓ Keynotes by industry experts addressing trending industry topics
- ✓ Social gatherings as coffee breaks, luncheons, dinners, reception and party.



Participants:

60 Convention Bureaus and MICE Providers from South European Countries:

- Albania
- Bulgaria
- Croatia
- Cyprus
- France
- Greece
- Italy
- Macedonia
- Malta
- Monaco
- Montenegro
- Portugal
- Romania
- Slovenia
- Spain
- Turkey

80-100 leading event planners and decision makers in their organization of:

Origin:

- Germany, Austria, Switzerland: 20%
- United Kingdom & Ireland: 15%
- France, Benelux & Scandinavia: 20%
- Central & Eastern Europe: 10%
- Russia & CIS: 10%
- Middle East & Asia: 15%
- North America: 10%

Type:

- 65% Agencies
- 25% Corporate
- 10% Associations



"Productive, interactive, friendly environment" - Shell EP Services

"It was excellent! Perfect!" - Gloria Hotels&Resorts, Turkey

"Overall, this event was very good, the intimate size where I met and did business with far more people than at any large tradeshow. The venue for this event was amazing!" - Helmbriscoe

"Very well structures, no wasted time, excellent interactions with all professionals!" - Mykonos Luxury Travel, Greece

"The concepts is great and the variety of participants was really impressive" - GE Money Bank

"I believe it will not be exaggerated if I say that I felt at home, from the moment of arrival till the day of my departure; everything was perfectly excellent!" - Connection Tours, Turkey

Organiser:

Europe Congress, Phone: +420 226 804 080, E-Mail: info@europecongress.com

Press Contacts:

Alina Pomezova, Phone: +420 226 804 086 / E-Mail: media@europecongress.com