

Monday 23 January 2016

MCE Central & Eastern Europe: The ultimate MICE B2B forum in Riga is going to skyrocket!

With just more than one and a half month left before the 7th annual MCE Central & Eastern Europe, the organization is going to skyrocket the experience to another level!

The one-stop-shop event is the ideal opportunity for Central & East European destinations and its MICE suppliers to meet face-to-face with worldwide event organizers interested having upcoming MICE business for the region. Bringing these two parties together within a highly active and diverse event program with pre-scheduled and match-made meetings, keynotes, networking, socializing and activities assure high business synergy for all event participants.

With all preparations in full swing done, MCE Central & Eastern Europe 2017 is ready to welcome participants in beautiful Riga and to become a worthy successor of the MCE 2016 of Central & Eastern Europe that was hosted in Berlin. Riga has lately become an attractive MICE destination for organizing a wide variety of meetings, congresses, incentives and many other types of events. Participants that have not yet experienced the city will be astonished with the high level of the services and the amazing beauty of this mediaeval town. The city offers a wide variety of architectures, representing its rich history yet is also regarded as the world capital of Art Nouveau.

This year the list of participants is overwhelming. High quality MICE providers from countries as Germany, Austria, Poland, Czech Republic, Hungary, Slovenia, Croatia, Serbia, Turkey, Greece, Bulgaria, Slovakia, Georgia and of course the three Baltic States are participating.

Hosted buyers that are participating are from any other countries than the CEE countries but represent large international agencies, corporate entities, PCO's and associations such as Capita Travel and Events, BCD Global Travel, Actelion Pharmaceuticals, Kenes International Congress Organisers and the European Federation of Medical Chemistry.

All ground handling services for the happening are being performed by event partner Baltic Events & Tours.

Managing Director, Liga Gajevska, of the within the Baltic states operating DMC states: "Our team is delighted to be chosen as event partners for MCE Central & Eastern Europe 2017 forum, which will take place in Riga this March. Our company has successfully participated as exhibitors in the MCE Central & Eastern Europe boutique workshop for the several last years, experiencing the high level of event organization and careful buyer selection. This year we will have the possibility not only to meet up with the high value selection of hosted buyers but also to provide our quality services and claim responsibility for the high quality of the event ourselves. Events like this help us to bring up the name of Riga once again and show the best we have to offer in this charming city. We're looking forward servicing all event participants in Riga soon!"

With participation possibilities becoming limited, the Europe Congress event organization is pleasing all parties interested in participating and gaining the many values offered throughout, to contact them soonest via email: info@europecongress.com or telephone +420 226 804 080

End

MCE Central & Eastern Europe 2017, Fact Sheet

Dates: 5, 6 & 7 March 2017

Place: Radisson Blu Latvija, Riga, Latvia

Key Benefits:

- ✓ 2,5 days MICE one-stop-shop B2B forum; 5-7 March 2017;
- ✓ High quality event venue: Radisson Blu Latvija Conference & Spa Hotel in Riga City Center
- ✓ Minimum of 30 to 35 pre-scheduled and match-made one-to-one meetings
- ✓ Scheduling organized by organizer;
- ✓ 80-100 qualified, reference checked and high volume MICE event producing hosted buyers with upcoming business for Central & Eastern Europe;
- ✓ 60 Convention Bureaus and MICE Providers from Central & Eastern Europe;
- ✓ Boutique event format to maximize connectivity's: Total of up to 200 persons remain together for the event days: No visitors are allowed, strict focus on building useful business relations;
- ✓ Numerous educational sessions by Meetology Lab: Jonathan Bradshaw, and others;
- ✓ Central & Eastern Europe promotional sessions emphasizing the potential of the region;
- ✓ 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.

ProCEEDing to drive MICE Business



**CENTRAL &
EASTERN EUROPE**
5 - 7 March 2017, Riga



Europe Congress 0:00 / 1:47



Agenda and Program Points:

- ✓ 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 such as coffee breaks, luncheons, dinners, reception and party.
- ✓ 2,5 days exact program on: www.europecongress.com

Participants:

60 Convention Bureaus and MICE Providers from Central & Eastern European Countries:

- Albania
- Armenia
- Austria
- Azerbaijan
- Belarus
- Bosnia Herzegovina
- Bulgaria
- Croatia
- Czech Republic
- Cyprus
- Estonia
- Georgia
- Germany
- Greece
- Hungary
- Latvia
- Lithuania
- Macedonia
- Moldova
- Montenegro
- Poland
- Romania
- Russia
- Serbia
- Slovakia
- Turkey

100 leading event planners and decision makers in their organization of the following origin:

- Germany, Austria, Switzerland: 20%
- United Kingdom & Ireland: 15%
- France, Benelux & Scandinavia: 25%
- Spain, Portugal & Italy: 10%
- Russia & CIS: 10%
- Middle East & Asia: 10%
- North America: 10%

Event planner's typology: 65% Agencies, 25% Corporate, 10% Associations

Testimonials by MCE participants:

"Overall, this event was very good, the intimate size where I met and did business with far more people than at any large trade show. The venues for this event were amazing!" **Helms Briscoe**

"Very well organized and a good size to meet and do business with relevant destinations and providers" **VIA Egencia, Norway**

"It is a pleasure to support a reliable team who provide high quality services for suppliers and buyers!" **Radisson Blu Croatia**

"Excellent services, very good organization of the event and full professionalism at every detail" **Jan Pol DMC, Poland**

"The concept is great and the variety of participants was really impressive" **GE Money Bank**

"Very well structured, no wasted time, excellent interactions with all professionals" **Mykonos Luxury Travel Greece**

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

"Very well organized events with high quality buyers and wise use of time in daily program" **Estonian Tourism Board**

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

Organiser:

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