

Monday 13 February 2017

### **MCE Central & Eastern Europe 2017, Riga: Last Places Available!**

The MICE B2B event of the year is nearing its registration closing in a weeks' time now. With the one-stop-shop boutique forum coming closer every day, the organization is wrapping up the participations on both the destinations/suppliers side as well as the hosted buyers side.

MCE Central & Eastern Europe is free from event visitors and putting all the attention on the building of relations between the two selected participant sides. With all these participants spending a full 2,5 days together, during which they network, benchmark, do business and enjoy time together with receptions, dinners and parties, one can realize these 2,5 days are very well spent.

The by Europe Congress organized, MICE B2B events, all have this unique feature, all created to create business synergy and drive MICE business forwards. Managing Director of Europe Congress, Alain Pallas states: "It has been proven that face-to-face meetings are the keys nowadays to the start of a business relation. Yet with just the meeting we're merely creating that introduction. The true value of a business relation lies in the trust that is being built by getting to know each other better. This leads to an optimized cohesion in understanding and being able to deliver each other the values that both parties in fact are seeking. Our event programs are built to effectively use the maximum time available during our busy personal and professional lives, yet are varied to keep brain activity to the maximum, and keep all event participants together for the entire duration of the event. Result: The optimal start of flourishing business relations and the base of the satisfying results that keep the Europe Congress team moving forwards."

MCE Central & Eastern Europe will see known destinations such as Salzburg Congress participating for the 6<sup>th</sup> time running and Visit Berlin for the 5<sup>th</sup> consecutive time. With that sign of quality delivery, other convention bureaus have started to recognize the long-term efforts MCE Central & Eastern Europe delivers to the region, such as the Croatian National Tourism board and Vilnius Convention, among them. Participating suppliers are from a wide variation of CEE countries including for example Accor, Danubius, Hilton, InterContinental, Ritz-Carlton, Vienna House as well-known hotel chains and local DMC's such as Goal Events, Kosmos, Penta and many more.

Also a few more hosted buyers' spots are made available for the event planners seeking to understand the high value for money the CEE region delivers. Current already signed participants offer fantastic companies from the pharma industry like Takeda and Merz but also some associations like the European Federation for Medicinal Chemistry and the Epilepsy Congress. The event is further flocked by high volume producing corporates and agencies all seeing to extend their business into the Central & Eastern European region.

Besides Riga playing host to the event, the city also steps up as a destination in which every event planner can feel assured their event is in good hands. The number of available quality hotels, venues and other providers will surprise many of the participants. And the host venue of the welcome dinner will assure many to fall in love with it. The House of the Black Heads is not only the former Latvian Presidents residence but also a historical gem and a marvelous architectural highlight, that can host fabulous events as all participants will experience firsthand.

Europe Congress can be contacted via email: [info@europecongress.com](mailto:info@europecongress.com) or telephone +420 226 804 080

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## MCE Central & Eastern Europe 2017, Fact Sheet

**Dates:** 5, 6 & 7 March 2017

**Venue:** Radisson Blu Latvija Conference & Spa Hotel, Riga

**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 Central & Eastern Europe.

### ProCEEding to drive MICE Business



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

### 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](http://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 decision making event planners from organizationa 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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