

Wednesday 8 March 2017

### **MCE Central & Eastern Europe 2017, Riga: The WOW Effect!**

With combined forces, Europe Congress seriously outdid itself into delivering the MICE experience of the year in Riga within the past few days. Participation satisfaction is soaring and the 'WOW' experience delivered to all during the two and a half days, will leave a long-lasting memory.

The boutique MICE B2B forum that creates business synergy through matching the needs of international event planners with the services of Central & Eastern European providers, kicked off on Sunday March the fifth. After having come from pre-event Fam trips, tours, or airport transfers, the welcome reception formed the official opening of the event. Welcome speeches were delivered by all event partners including the host venue, Radisson Blu Latvija.

The opening dinner took place in Riga's most prominent Palace straight in the heart of the city, the Blackheads House. It is here where Meet Riga offered all event guests a fabulous evening with Latvian fine cuisine and some excellent performances. Monday 6 March and Tuesday 7 March, the two days known within the MCE concept as being the business days, were indeed full of networking (not business, it was just used) action taking place. All participating destinations and providers walked away with 35 matchmade meetings, in which they met their most likely next business client. This unique system assures the highest potential ROI for the involved providers and 100% interest from the event planners in their MICE services.

The program was, as usual, full of variety with coffee breaks, luncheons, networking sessions and of course the presentations of the various destinations. These presentations and a further keynote address were delivered by longtime partner the Meetology Lab. Jonathan Bradshaw once again delivered a wonderful demonstration, adding further values of these quality events.

Monday night offered a fantastic evening at the Historical Latvian Gas Tower where the Latvian Investment and Development Agency, as an event partner, offered an experience complete with dinner and a show. After the dinner the DJ took care of finding the right beats to match the dancing need that had occurred and so the evening lasted long into the night.

The annual MCE Central & Eastern Europe closed with words by the Managing Director of Europe Congress, Alain Pallas, the Director of Meet Riga, Aigars Smiltans and the Director of Sales and Marketing of the Radisson Blu Latvija, Andis Kielbickis. Further event partners such as Baltic Events & Tours, taking care of all transportation and tours, Turkish Airlines and Air Baltic, were thanked for their contributions before participants headed back home WOWed from this amazing two days experience.

Asking Aigars Smiltans for his event feedback: "MCE Central & Eastern Europe is a great platform for Central & Eastern European destinations and its MICE Suppliers. For MEET RIGA it was a unique opportunity to showcase our destination to the meetings industry professionals attending this high quality B2B forum in Riga. The organization by Europe Congress is absolutely flawless and this one-stop-shop event offers a great value for money with a great set of event buyers participating. The program is varied and entertaining, I have seen only very satisfied faces throughout the 2,5 days in Riga. All in all, this was a great experience!"

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

## 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



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](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 organizations 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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