



Friday 16 June 2017

### **MCE South Europe 2017, third annual MICE B2B forum to be held in Sicily, Italy!**

After two years of hosting successful MCE events in Southern Europe, the third annual MCE Southern Europe event will be held in Sicily in October 2017.

After being hosted in Istanbul and Rome, this year Sicily will be the centre point of this highly successful workshop that connects destinations and suppliers from the region through the unique pre-scheduled, match-made meetings.

During the two and a half day event 35 direct business encounters will occur during the varied event program that will also include keynotes, networking and socializing opportunities to further develop business relationships all while making the best use of the limited out of office time to increase business efficiency.

Europe Congress thoroughly qualifies every event planner so that the maximum business potential is adequate. The qualification process guarantees the level of success of the MCE South Europe event.

South European destinations in the form of tourism boards, convention bureaus and MICE suppliers such as hotels, PCO's, DMC's, congress centres, transportation companies, restaurants and others will represent their services towards the carefully selected, invited buyers.

"As Sicily Convention Bureau we are proud to have offered Sicily the chance to host such an important international event in the MICE industry. The exclusive format of the workshop will enhance what Sicily and its local suppliers are able to offer. International buyers will experience the destination and its strengths on site, not behind a screen anymore. For Sicily this will represent an opportunity to show how and to what extent the MICE industry is relevant and is looking for growing fast. Sicily Convention Bureau steadily works with maximum effort to reach this goal. MCE South Europe Sicily 2017 is a signal: results and satisfactions have started showing up" Alessia Di Raimondo, Marketing and Media Relations Manager of the Sicilia Convention Bureau stated.

Sicily offers a wide array of exciting outlets for the MICE industry, many of which have not been tapped into either.

Asking Mr. Alain Pallas, Managing Director of Europe Congress, about their choice for Catania, Sicily for the 2017 MCE South Europe host destination, he stated: "Historically Sicily has experienced a wide variety of cultures, which shaped the Island's current progressive mentality and culture. Furthermore, Sicily is a true touristic gem, discovered by many already yet still being largely undiscovered within the meetings and incentive fields. Besides creating new business relations between event planners and MICE suppliers, our forum is also about the showcasing and promotion of South European destinations. Realizing the enormous MICE potential and the enthusiasm shown by the Sicily Convention Bureau team, we decided that Sicily will host our prestigious 3rd annual MCE South Europe. We're cooperating to create our best forum yet and are looking forward to hosting many South European MICE Suppliers and inviting the leading European and International event planners to beautiful Sicily".

Europe Congress is excited to announce the event will be hosted by the Four Points by Sheraton Catania Hotel & Conference Center, who is also a partner of the event. Other partners of the event include Incoming Italy, Hotel Villa Diodoro, Villa Fago and of course the Sicilia Convention Bureau.

More details and additional partner information will be coming soon. Participation and registration are open and Europe Congress is excited by the wave of participants and the anticipation of the event. The staff of Europe Congress is looking forward to providing another successful installation of MCE South Europe in Sicily.

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

#### **MCE South Europe 2017 Fact Sheet:**

**Dates:** 8, 9 & 10 October 2017

**Place:** Four Points by Sheraton Catania Hotel & Conference Center, Catania, Sicily

#### **Key Benefits:**

- 2,5 days MICE one-stop-shop B2B forum;
- High quality event venue: Four Points by Sheraton Catania 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;
- 80-100 qualified, reference checked and high volume MICE event producing Hosted Buyers having outgoing MICE business for South Europe will meet exclusively with 60 Solution Providers from the region;
- Total of up to 200 persons remain together for the event days: No visitors;
- Numerous educational sessions by MICE industry experts
- Promotional sessions emphasizing the potential of South Europe;
- Networking sessions offering full catering such as coffee breaks, luncheons, welcome reception, dinners and an after-dinner party to increase interaction.

### 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:

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| <ul style="list-style-type: none"><li>• Albania</li><li>• Bulgaria</li><li>• Croatia</li><li>• Cyprus</li><li>• France</li><li>• Greece</li><li>• Italy</li><li>• Macedonia</li></ul> | <ul style="list-style-type: none"><li>• Malta</li><li>• Monaco</li><li>• Montenegro</li><li>• Portugal</li><li>• Romania</li><li>• Slovenia</li><li>• Spain</li><li>• Turkey</li></ul> |
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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

## Participants' Feedbacks

*"Best Business networking event I have so far attended for the events industry!",* **Bilfinger Alpansektor**

*"Very professionally organized event with high quality buyers, productive meetings, fantastic Keynotes and a lot of networking!",* **Algarve Tourism & Convention Bureau**

*"Excellent value for money!",* **Hilton Dubrovnik**

*"The best way of connecting with new destinations and its MICE suppliers! Excellent forum with great suppliers to meet during match-made 1-to-1 meetings. This event is the most effective on the market!",* **New Horizons**

*"A unique boutique forum offering an intimate platform to suppliers and buyers to meet and do business!",* **Takeda**

*"Recommendable to all colleagues from MICE industry who are keen to have person to person contacts, and who want to increase their business!",* **PENTA DMC & PCO**

*"Very fascinating: a concise meeting format for business meetings and networking, with a very helpful and polite EC team. A big thank you to the complete team involved, which guided me in understanding where to place upcoming business!",* **Boehringer Ingelheim**

### Organiser:

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