



Thursday 20 September 2018

### **MCE South Europe 2018, Thessaloniki is gearing up for the Event of the Year!**

With still few places left to participate, Europe Congress, the organizers of the unique MICE B2B forum MCE South Europe, is getting ready to deliver what is to be the highlight of 2018.

Leading corporate, agency and association event planners are making its way to the co-capital of Greece. There under the view of the house of gods, Mount Olympus, these European, Asian and American hosted buyers are meeting up face to face with destinations and suppliers making its way to Greece's culinary paradise, Thessaloniki.

Europe Congress assures the pre-scheduled, and most important, match-made meeting's agenda that all participants receive during the forum. The concept assures that everyone walks away with having met exactly the people they wanted to meet with for any upcoming business venture.

The forum program however consists of so much more: Speed presentations by participating destinations highlighting USP's to never forget, keynotes by Meetology Lab expert Jonathan Bradshaw, luncheons, coffee breaks and of course an amazing evening program.

All of the day program including the Sunday welcome cocktail reception are taking place at the luxurious Makedonia Palace, the flagship hotel of Thessaloniki, where also all participants stay. The recently renovated and re-styled property offers large and amazing guest rooms, marvellous sea views and of course meeting facilities that any planner would look for when organizing their events.

The Thessaloniki Convention Bureau is sponsoring both the Sunday and Monday evening programs. Both containing local entertainment and the culinary delights, Thessaloniki is so famous for in Greece. All participants are getting ready to be amazed.

Alain Pallas, Managing Director of Europe Congress, organizers of MCE South Europe states: "We have been cooperating with the local Convention Bureau and the host venue intensively to assure the highest standards, the most comfortable settings and a fantastic experience for all participants. All with the goal to create new business cooperations and the satisfaction of the attendees. The Europe Congress team is looking forward delivering the show in just a month's time in the amazing event destination of Thessaloniki."

To book one of the last minute remaining participations or for more information, please contact Europe Congress on:

Email: [info@europecongress.com](mailto:info@europecongress.com) or Telephone: +420 226 804 080

## MCE South Europe 2018 Fact Sheet:



### Dates:

21, 22 & 23 October 2018

### Place:

Makedonia Palace, Thessaloniki, Greece

### Key Benefits:

- 2,5 days MICE one-stop-shop B2B forum;
- High quality event venue: Four Points by Sheraton Catania Hotel & Conference Centre
- 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 countries as:

- |            |              |
|------------|--------------|
| • Albania  | • Malta      |
| • Bulgaria | • Monaco     |
| • Croatia  | • Montenegro |
| • Cyprus   | • Portugal   |
| • France   | • Romania    |
| • FYROM    | • Slovenia   |
| • Greece   | • Spain      |
| • Italy    | • 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

## Participants' Feedbacks

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

*"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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