



Thursday 25 October 2018

MCE South Europe 2018 shined over Thessaloniki, Greece!

MCE South Europe organized by Europe Congress took place this week from 21 to 23 October 2018 at Makedonia Palace in Thessaloniki, Greece and exceeded all expectations!

The Europe Congress forums exist since 2011 and this version cleverly promotes South Europe as a MICE destination, showcasing its purest potential to international event planners with the purpose of creating strong and long-lasting business relations.

Sunday afternoon marked the official opening of the event with registration and a welcome reception at the amazing venue hotel. After being welcomed by the City of Thessaloniki Philharmonic Orchestra with local hors d'oeuvres and drinks at the renovated harbor of Thessaloniki, participants were offered to discover the Thessaloniki Cinema Museum and the Center of Contemporary Art of Thessaloniki. The Luxury Hotel Group Mediterranean Palace Hotel Rooftop impressive Dias Hall hosted the networking dinner.

Monday offered the start of the core of the successful B2B forum, the pre-scheduled and match-made meetings for all participants. The 35 encounters form the base of the new business relations that are being shaped between the suppliers and buyers that attended the show in Thessaloniki.

Most of the event planners that were hosted were new to the destination and to participation at a Europe Congress forum, due to the company's internal policies. As always, the forum impressed through its careful organization, varied event program and helpful staff.

Familiar faces were at the forum from the many MICE suppliers. But also new destinations and suppliers took part. Eliza Tsolakou from the Athens Convention & Visitors Bureau stated: "I have attended many B2B events in the past but the forum by Europe Congress has exceeded my expectations. Especially with the quality of buyers and overall professional delivery of the event. I will definitely attend next year in Valencia and am looking forward to hosting one of your future forums in Athens."

Hotel Makedonia Palace went all the way to impress the participants through its excellent meeting facilities and services, amazing coffee breaks, luncheons and afternoon surprises as fresh ice creams. Monday's dinner took place this time in the property of Grand Hotel Palace. Before joining the property for an eve with dinner and entertainment a small city sightseeing was offered.

The success of the event and its organization was assisted by the official event partners: the Makedonia Palace Hotel, the Thessaloniki Convention Bureau, the City of Thessaloniki, the Region of Central Macedonia and airline partner Aegean Airline.

“The success of the forum is a result of our hard work and dedication. Together with local partners as the Makedonia Palace hotel, we managed to bring together parties, that want to work together in business. It is very rewarding for our entire team to deliver that service and assist in process as much as we can. We thank Thessaloniki for the great base it formed for the forum and are looking forward to raise the standards of our forums even further in the future.” Alain Pallas, Managing Director of Europe Congress stated.

Do not miss our events in 2019: MCE Central & Eastern Europe, taking place in Prague in February, MeetingPlanners Russia in Moscow in September and MCE South Europe in Valencia in October.

For more information and participation possibilities, please contact Europe Congress on:

Email: 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:

Europe Congress, Phone: +420 226 804 080, E-Mail: info@europecongress.com

Press Contacts:

Maéva Jaeger, Phone: +420 226 804 080 / E-Mail: media@europecongress.com