



Thursday 11 August 2016

## **MCE South Europe 2016, Rome, The Second Annual Successful MICE Business Energizer!**

With a mere three months to go only, the event is shaping further to be the excellent opportunity for South European destinations and its MICE suppliers, as well as international event planners that are keen to extend their base of contacts and cooperation in the “old” part of the continent.

Serving as the cradle of European civilization, South Europe offers more than one can imagine. With event suppliers from countries as Turkey, Greece, Croatia, Italy, France, Spain, Portugal and many more, event planners will have plenty of excellent destinations, hotels, DMC's, congress centers and airlines to meet with.

It is one of the USP's of Europe Congress' MCE events: A dedicated selection of destinations, offering the invited buyers a clear concept and focus for their upcoming business without the confusion of the larger scale.

The forum is taking place at the Sheraton Roma Hotel & Conference Center, one of the key conference venue hotels in Rome. With its easy access to the airport, the city centre and the EUR district probably it is the most conveniently situated. Mr. Nolito, Director of Sales of the hotel added: “We are proud to contribute to the success of MCE South Europe 2016, hosting the MICE Forum at Sheraton Roma coming November and we are excited that the Eternal City will be the great scenario for such an effective event!”

The unique 2,5-day boutique event format brings together up to 60 destinations and its MICE suppliers from South European destinations, and up to 90 international selected event buyers keen on exploring more potential within South Europe to increase their business there.

Asking Director of Business Development at Europe Congress, Asya Revina about the latest updates, she enthusiastically stated: “It is clear everyone is very much looking forward to come to Rome! The destination pick has really added to the core values of the event. With confirmed participations from South European Convention Bureaus, DMC's to large hotel chains as Marriott, Melia, Starwood and Radisson, it promises to offer a great mix of destinations and MICE suppliers. Whereas Nordea Bank, Capita and Meeting select are among the carefully selected event and incentive planners coming to find new business partners. We're currently completing the total line up to be presented at the Capital of the World in November!”

With high quality event partners such as Starwood Roma, Radisson Es Roma and the Meetology Lab, the event promises to be the best ever and a huge showcase opportunity for Rome, Italy and South Europe.

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 2016, Fact Sheet

**Dates:** 13, 14 & 15 November 2016

**Place:** Sheraton Roma Hotel & Conference Center, Rome, Italy

### Key Benefits:

- ✓ 2,5 days MICE one-stop-shop B2B forum; 13-15 November 2016;
- ✓ High quality event venue: Sheraton Roma 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. Scheduling organized by organizer;
- ✓ 80-100 qualified, reference checked and high volume MICE event producing hosted buyers meet with exclusive 60 Convention Bureaus and MICE Providers from South Europe only;
- ✓ Boutique event format to maximize connectivity's: Total of up to 200 persons remain together for the event days: No visitors;
- ✓ Numerous educational sessions by Meetology Lab: Jonathan Bradshaw, and others;
- ✓ South Europe promotional sessions emphasizing the potential of South Europe;
- ✓ 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 South Europe.

### 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:

- Albania
- Bulgaria
- Croatia
- Cyprus
- France
- Greece
- Italy
- Macedonia
- Malta
- Monaco
- Montenegro
- Portugal
- Romania
- Slovenia
- Spain
- 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



*"Productive, interactive, friendly environment" - Shell EP Services*

*"It was excellent! Perfect!" - Gloria Hotels&Resorts, Turkey*

*"Overall, this event was very good, the intimate size where I met and did business with far more people than at any large tradeshow. The venue for this event was amazing!" - Helmbriscoe*

*"Very well structures, no wasted time, excellent interactions with all professionals!" - Mykonos Luxury Travel, Greece*

*"The concepts is great and the variety of participants was really impressive" - GE Money Bank*

*"I believe it will not be exaggerated if I say that I felt at home, from the moment of arrival till the day of my departure; everything was perfectly excellent!" - Connection Tours, Turkey*

### Organiser:

Europe Congress, Phone: +420 226 804 080, E-Mail: [info@europecongress.com](mailto:info@europecongress.com)

### Press Contacts:

Maeva Jaeger, Phone: +420 226 804 071 / E-Mail: [media@europecongress.com](mailto:media@europecongress.com)