

MCE Central & Eastern Europe 2018: Explore, Excel, Exceed

The eighth MCE Central & Eastern Europe was successfully concluded in Zagreb Croatia at hotel Dubrovnik, Zagreb.

A total crowd of nearly 150 destinations, MICE suppliers and event buyers made its way to the gorgeous capital of Croatia for 2,5 days of networking, socializing, education but most of all, to get connected during pre-scheduled and match-made B2B meetings. The Europe Congress' clever forum format and varied program assured high results in a very short time. This effectiveness is much appreciated as it reduces out of office time and increases productivity.

The forum started on Sunday with a welcome reception at the hotel Dubrovnik in Zagreb with welcome addresses by Iva Pudak-Mihajlovic, Manager at the Croatian National Tourism Board, Zlatan Muftic, Director at the Zagreb Convention Bureau, Gordan Susak, General Manager of the host hotel venue and Alain Pallas, Managing Director of Europe Congress.

The evening proceeded to the Esplanade Hotel Zagreb, where Europe Congress offered all participants a wonderful dinner with folkloric and magical entertainment at the hotel's Emerald Ballroom.

Monday offered the short and sweet presentations of many participating Central & Eastern European destinations. During the opening keynote session all participating hosted buyers were to explore the CEE region. This was followed by the start of the renown B2B meetings. All participants got really to work now, talking and doing business. The day proceeded with social activities, more meetings, a networking luncheon, a marvelous keynote performance by the CEO of the Meetology Lab, Jonathan Bradshaw and more meetings. The busy day program continued with an evening program at the beautiful Mimara museum. Together with Majetic Catering company, the museum itself and other partners the evening and program became a glorious success.

What is the better way to wake up than win prizes? Tuesday morning brought just that in the opening session of the day. More meetings followed, separated just by a well-deserved coffee break. The closing session had already come and praises were offered because of the assistance of all forum partners and the high quality deliverance of the forum by Europe Congress.

Asking Europe Congress' Managing Director, Alain Pallas about the success he stated: *"For us as Europe Congress the forums are only successful if they're successful to the participants. The selection of the right participants that have interest in doing business together is the key element to succeed in doing so. Of course, the varied event program, the flawless delivering of the forum and securing all meetings to happen as planned are assuring everyone to have a great experience alongside new business partners. We're pleased with the very positive feedback till so far and will keep on striving to make any of our next forums excel beyond".*

Europe Congress exceeded expectations once again and will now continue to put together there other two popular forums, MeetingPlanners Russia, on 10 and 11 September in Moscow and MCE South Europe from 21 to 23 October in Thessaloniki.

MCE Central and Eastern Europe 2018, Impressions



MCE Central and Eastern Europe 2018, Fact Sheet

Dates: 18, 19 & 20 February 2018

Place: Hotel Dubrovnik in Zagreb, Croatia

Key Benefits:

- ✓ 2,5 days MICE one-stop-shop B2B forum; 18-20 February 2018;
- ✓ High quality event venue: Hotel Dubrovnik in Zagreb, Croatia
- ✓ 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 Central and Eastern 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
- ✓ Central and Eastern Europe promotional sessions emphasizing the potential of Central and Eastern 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 Central and Eastern 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 Central and Eastern European Countries:

- Albania
- Armenia
- Austria
- Azerbaijan
- Belarus
- Bosnia Herzegovina
- Bulgaria
- Croatia
- Cyprus
- Czech Republic
- Estonia
- Georgia
- Germany
- Greece
- Hungary
- Latvia
- Lithuania
- Macedonia
- Moldova
- Montenegro
- Poland
- Romania
- Russia
- Serbia
- Slovakia
- Slovenia
- 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: 25%
- Spain, Portugal & Italy: 10%
- Russia & CIS: 10%
- Middle East & Asia: 10%
- 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

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

"This is a great and rewarding B2B forum dedicated to the increase of MICE business towards the Central & Eastern European region!", **Kuoni DMC**

"Great price performance ratio of the event and you meet good quality buyers in very professional surroundings that have real business. EC takes care of everything and is very professional!", **Visit Berlin**

"Very efficient event with a varied engaging program and most important, meeting up with all the regional destinations, key to organizing our congresses!",
ECCO – the European CanCer Organisation

Organiser: Europe Congress

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