



Thursday 11 October 2018

MCE South Europe 2018 - the final preparations are fine-tuned!

Enhancing excellence in each edition of Europe Congress' MCE forums, MCE South Europe is taking place from 21 until 23 October in Thessaloniki. The MICE B2B forum promises to be even more successful than its previous editions welcoming up to 200 professionals from the event industry. With a 2,5 days full program of business encounters, each participant is assured to leave the Greek co-capital with meaningful new contacts and a high satisfaction of meeting outcome.

The event program will be starting on Sunday with a welcoming of all participants at the fantastic event venue: Makedonia Palace Hotel. Before leaving for the luxurious property of Mediterranean Palace all participants will have the opportunity to see three new venues in the renovated harbor area of the city. The dinner at The Luxury Hotel Group venue will have a big networking element and of course a lot of entertainment. The highlight of the evening will probably be performed by an amazing Greek folklore band.

Monday will start with an insight into South European destinations animated by event MC Jonathan Bradshaw where participating Convention Bureaus and Destinations will be presenting the huge potential of their destinations. The day will be filled with the business erecting One-to-One meetings. Destinations and Solution Providers from all over South Europe are meeting up with carefully selected International event planners. Refreshing networking coffee breaks, rich luncheons and various ongoing treats will allow the hard working participants to re-energize. In the early afternoon everyone will attend The Meetology Lab's educational session: The Science Powering World-Class People Skills. Monday will be closed by a surprise evening program with dinner & party at the amazing Grand Hotel Palace.

The 3rd and final day of the event, Tuesday, will start by some presentations of participating providers that have brought various high value prizes along with them to be drawn among the participating event planners. A great boost in the morning to fulfill more meetings, networking and connecting.

Alexandros Thanos, Vice Governor of Tourism and Culture at the Region of Central Macedonia states: "It will be a great honor to host MCE South Europe and all participants here, in the city of Thessaloniki. Coming to Thessaloniki, which is the capital city from Central Macedonia, will allow everyone to witness the diversity, high environmental value and cultural tourism resources. The high quality coasts and beaches, the mythical and historical mount Olympus and Athos, the cultural heritage, the museums and archaeological sites, the rich ecosystems of lakes and rivers, uplands and mountainous areas of natural beauty, have set the Region of Central Macedonia amongst the most important tourism and business destinations in Europe and worldwide."

Stay tuned for more news to come about MCE South Europe 2018!

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:

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