
Prague, Thursday 12-11-2020

The 2021 Comeback of the MICE industry in Düsseldorf, Germany

2020 will probably go into the history books as one of the least favorite year of many. Yet the year did start out wonderful for Europe Congress, with its much applauded and successful MCE Central & Eastern Europe in Vienna. The rest of the year has brought to everyone the understanding we shall be grateful for the days that we can live and work healthy and prosperous. We also all came to the realisation that people connecting in live events is what we need to create results and satisfaction. Digital existed already and will be there to stay, the so called hybrid solutions cater well for the ones unable to travel, live events are impacting people and businesses in such a positive way that it is sure to start again as soon as possible. Europe Congress plays brought out its 2021 calendar in August 2020 already, and the comeback year will start early spring with a fantastic experience in Düsseldorf, Germany.

When choosing the 2021 date with all event partners, the understanding of the possibilities to re-start the event business, the dates of 28 to 30 of March were happily picked. It is the ideal time to pick up the pieces, get back together, meet old and new partners, set upcoming business cooperation and to start working together towards growth.

“Düsseldorf is a fantastic destination, the capital of most populated state in Germany, the capital of fashion, media and art. It offers its own unique identity, plentiful event venues of any type to cater for any kind of event very well. At Europe Congress we’re convinced to being able to happily surprise any event planners that do not yet know this amazing destination. We feel happy and privileged to cooperate with our local partners, the Düsseldorf Tourism organization and to host the event at one of the most prestigious properties in town, InterContinental Düsseldorf”, Alain Pallas, Managing Director of Europe Congress mentioned.

Jens Ihsen, Director of Convention at Düsseldorf Convention added, “There are so many good reasons to organize your next meeting in Düsseldorf. The compactness of the Rhine metropolis, for instance, and the excellent MICE-infrastructure that is out of all proportion to the city’s size. The congress centre is sandwiched between the river Rhine and trees. Learning and exchanging ideas in the middle of nature makes Düsseldorf unique. At the same time, the North Rhine-Westphalian capital enjoys an excellent reputation as a powerful economic centre.”

The boutique event that will welcome up to 60 destinations and suppliers as well as up to 80 international event planners, will be well able to implement any health and safety regulations valid at that time. The hotel and evening venues are all offering sufficient space for scaling, offering all participants a wonderful experience, access to new understanding, business growth and a secure feeling.

For more information about the event, participation possibilities, please, contact Europe Congress via info@europecongress.com or by telephone at + 420 226 804 080.

MCE North & West Europe 2021, Fact Sheet

Dates: 28, 29 and 30 March 2021 Düsseldorf, Germany

Key Benefits:

- ✓ 2,5 days MICE one-stop-shop B2B forum
- ✓ High quality event venue: Hotel InterContinental in Düsseldorf Germany
- ✓ EC scheduled 30 to 35 match-made one-to-one meetings
- ✓ 80 qualified event planners meet with 60 Convention Bureaus and MICE Providers
- ✓ Boutique event format to maximize connectivities
- ✓ Total maximum of 150 persons remain together throughout the entire event program
- ✓ Educational sessions by Meetology's Jonathan Bradshaw
- ✓ Convention Bureaus unique format promotional sessions
- ✓ Networking sessions during coffee breaks, luncheons, reception, dinners and feasts
- ✓ Safe and healthy protocols assuring security and comfort for all participants
- ✓ The most flexible participation terms and conditions on the market

Agenda and Program:



ARRIVAL DAY - 28 March 2021

<p>10:00 – 18:00</p>  <p>MCE North & West Europe - Registration</p>	<p>12:00 – 16:30</p>  <p>Optional Site Inspection & Sightseeing Tours</p>
<p>17:30 – 19:00</p>  <p>Welcome Reception and Opening Speeches</p>	<p>19:00 – 23:00</p>  <p>Welcome Networking Dinner</p>

2,5 Days of MICE Business



At InterContinental Düsseldorf



EVENT WORKING DAY 1 - 29 March 2021

<p>08:00 – 08:30</p>  <p>Welcome Coffee / Tea</p>	<p>08:30 – 09:30</p>  <p>Keynote – Insight into the North & West European Region as MICE destination</p>	<p>09:30 – 11:05</p>  <p>Scheduled One-to-One Business Meetings</p>
<p>11:05 – 11:30</p>  <p>Networking Coffee Break</p>	<p>11:30 – 13:40</p>  <p>Scheduled One-to-One Business Meetings</p>	<p>13:40 – 14:45</p>  <p>Networking Lunch</p>
<p>14:45 – 15:30</p>  <p>Keynote Session</p>	<p>15:30 – 17:05</p>  <p>Scheduled One-to-One Business Meetings</p>	<p>19:30 – 23:00</p>  <p>Evening program: Networking Dinner & Party</p>

Meet International MICE Buyers



Establish NEW Business Relationships



EVENT WORKING DAY 2 - 30 March 2021

08:00 – 08:30  Welcome Coffee / Tea	08:30 – 09:30  North & West Europe MICE Suppliers Presentation & Tombola	09:30 – 11:20  Scheduled One-to-One Business Meetings
11:20 – 11:45  Networking Coffee Break	11:45 – 13:55  Scheduled One-to-One Business Meetings	13:55 – 14:15  Forum Closing Session and Farewells
14:45 – 15:30  Lunch	15:30 – 17:05  Optional Site Inspection & Sightseeing Tours	

Network and Make Industry Friends



Bring Home Many New Business Leads



Organiser:

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