

Prague, Tuesday 25-01-2022

The first live MICE industry event of the year in Budapest, Hungary

Following the long-awaited comeback announced at the outstanding MCE South Europe 2021 event in the Algarve in October 2021, Europe Congress is hugely excited to organize MCE Central and Eastern Europe 2022, the first international MICE business forum of the year!

Host city of this fantastic workshop will be Budapest, where the event was previously held in 2013. Budapest is notorious for its magnificent architecture, and breathtaking views, but also for being easily accessible. Being perfectly situated in the heart of Europe, with plentiful airport connections and proximity to many European capital cities, one can hardly imagine a better meeting point for such a great industry event.

As Europe Congress Managing Director Alain Pallas put it: "I have always loved to come to Budapest. The city offers so much different culture from various periods within its rich history and is therefore unique in Europe. The hospitable attitude, great cuisine, warm atmosphere, and its wide offer for any type of events make it a destination to always consider."

This boutique event, taking place at the beautifully renovated Radisson Blu Beke, will welcome around 130 participants, half of which are international event planners. These participating hosted buyers have been screened and selected based on their interest in organizing a large number of events within the Central and Eastern European region. The suppliers form the other half of the participants. They represent Central & Eastern European hotels, chains, DMC's, congress centers, and convention bureaus, all very keen to use the synergy provided from the event to find new business. The prescheduled B2B meetings represent the heart of the event and provide the perfect environment for conclusive business matchmaking.

The B2B meetings are accomplished by a surplus of networking opportunities - coffee breaks, luncheons, and evening programs, including dinners at fabulous venues. The amazing Museum of Fine Arts, where culture and gastronomy will intertwine, and the greenest restaurant of Budapest, the cozy urban jungle, and feel-good hub, TwentySix proudly host both dinner evenings.

Budapest Convention Bureau shares excitement about the event. Anna Békefi, Managing Director of the Budapest Convention Bureau mentioned: "We are greatly honored to host again one of the most significant forums with an outstanding business value in the meetings industry, MCE Central & Eastern Europe. This event will play an important role in restarting our industry, providing a place for joint thinking and successful negotiations between excellent suppliers and buyers looking for new solutions. After two years full of challenges and restrictions, it will be a special pleasure to participate in a live event, to meet in person, to experience real encounters after a long period of online discussions and virtual events. For this, we provide a great destination and wonderful experiences through the venues in Budapest, sightseeing tours available for all participants, and the additional FAM trips."

For more info, participation, please, contact Europe Congress via:

Email: info@europecongress.com / Telephone:+ 420 226 804 080.

MCE Central & Eastern Europe 2022, Fact Sheet

Dates & Destination: 27, 28 February and 1 March 2022, Budapest, Hungary

Key Benefits:

- ✓ 2,5 days MICE one-stop-shop B2B forum
- ✓ High-quality event venue: Radisson Blu Béke
- ✓ By EC scheduled 30 to 35 match-made one-to-one meetings
- ✓ 60 qualified event planners meet with 50 convention bureaus and MICE providers
- ✓ Boutique event format to maximize connections
- ✓ Total maximum of 120-140 persons remain together throughout the entire event
- ✓ Program Convention bureaus unique format promotional sessions
- ✓ Networking sessions during coffee breaks, luncheons, reception, dinner evenings
- ✓ Safe and healthy protocols assuring security and comfort for all participants
- ✓ The most flexible participation terms and conditions on the market

Agenda and Program: europecongress.com

Organizer:

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