

Prague, Thursday 8 February 2023

## **MCE Central & Eastern Europe: A successful start to 2023!**

The latest edition of MCE Central & Eastern Europe was successfully concluded in Dresden, Germany.

From the 29<sup>th</sup> until the 31<sup>st</sup> of January, nearly 150 participants representing destinations, MICE suppliers and event planners made their way to the gorgeous capital of Saxony to enjoy 2,5 wonderful days of networking and making new business connections whilst discovering what makes Dresden a unique MICE destination.

The forum started on Sunday with a welcome reception at the impressive Atrium of the majestic Bilderberg Bellevue Hotel with welcome speeches by Sebastian Klink, General Manager at the Bilderberg Bellevue Hotel, Jörg Märzdorf, MICE Marketing Manager at Dresden Convention, and Hendrik Eibisch, Branch Manager Dresden at Braehler Convention. The evening proceeded at the stunning Löwensaal, where participants had the chance to enjoy traditional yet delicious German cuisine menu whilst amusing themselves with live performances.

Monday kicked off early with the short yet energetic presentations of the many destinations participating at the event. These were followed by an intense and productive session of B2B meetings, Europe Congress' specialty, that allowed for many new business connections and partnerships to be created. Participants then briefly stopped for a well-deserved networking luncheon before being fired-up by SongDivision's fun team-building activity, the "Battle of the Bands", precursor to short afternoon session of more B2B meetings. By evening, participants continued the event program at the modern Ostra-Studios, where they enjoyed a vibrant dinner party with a delicious live-cooking buffet, local wines, liqueurs, and whisky tasting, as well as great entertainment and live performances.

Tuesday opened with the legendary Europe Congress Tombola, where more than 30 unbelievable prizes were won by lucky buyers! The morning continued with the final session of B2B meetings and ended with the closing session, during which Sebastian Klink, General Manager at the Bilderberg Bellevue Hotel and Jörg Märzdorf, MICE Marketing Manager at Dresden Convention, and Alain Pallas, Managing Director at Europe Congress, thanked all participants and event partners and highlighted the efforts made by the Europe Congress team to successfully deliver yet another sublime forum with a quality second-to-none in the industry.

If all of this was not enough, Dresden Convention delighted participants eager to discover Dresden the possibility of joining three different tour experiences right before and after the event.

Asking Europe Congress' Managing Director, Alain Pallas, about the success of the event, he stated: *"For us at Europe Congress, forums are successful when they are successful for our participants. We strive to deliver the right selection of participants and the ideal filling of the days schedule, the key elements to making our forums successful. We are pleased with the positive feedback till so far, and of course will aim to surpass ourselves in our upcoming forums. We would also like to thank our event partners for making these 2,5 days an unforgettable experience for all participants. The efforts made by Dresden Marketing and their partners, in showcasing the city of Dresden and its MICE capabilities, will have a huge impact in the nearby future."*



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