

Monday 20 February 2023

Sunny Spring Surprise Awaiting Event Professionals in Porto

Following a very successful start of 2023, Europe Congress is hugely excited to present their second MICE business forum this year: MCE North & West Europe!

Can you imagine a better way of welcoming spring than having a glass of Port wine by the shore of the river Douro on a warm sunny day? From the 26th until the 28th of March, participants will be able to enjoy all the wonders that Vila Nova da Gaia and the neighboring Porto have to offer! In other words, a designated UNESCO World Heritage Site with, picturesque buildings, historical streets packed with cellars, outstanding wines and exceptional food.

Speaking of cellars, the event will be hosted the Hilton Porto Gaia, housed in a recently refurbished wine warehouse that enjoys one of, if not the best, views of Porto and offers an impressive Wellness Center, second to none. Its unique design and location simply make it special and absolutely worth the stay.

This boutique event will welcome around 150 participants, half of which are international event planners. These participating hosted buyers have been carefully screened and selected based on their interest in organizing a large number of events within North & West Europe. The suppliers form the other half of the participants. They represent Convention Bureaus, DMCs, Congress Centres and Hotels from North & West Europe.

Networking and the creation of new business connections are the core objectives of the event. These are accomplished thanks to the many B2B meetings which will be taking place. These are prescheduled in accordance to every participant's interest and through a matchmaking system designed to maximize the synergy in every meeting and to create the perfect environment for conclusive business. The event program also includes a surplus of networking opportunities: coffee breaks, luncheons and evening programs, which include dinners in fabulous venues.

Europe Congress' Managing Director, Alain Pallas, stated that *"We're hugely excited about this upcoming event. Following our successful event in Dresden in January, the team is extremely committed to making the event in Vila Nova da Gaia, Porto, another great success. This unique destination offers more than one could think, and we're looking to surprise all participants! Porto's hospitable attitude, great cuisine, warm atmosphere, stunning views, and its wide offer of MICE facilities, is enormous. The host venue Hilton Porto Gaia is an absolute marvel for any event, you will understand, once you have experienced it!"*.

Visit Porto & North Convention and Visitors Bureau shares the same excitement about the event. As Luis Pedro Martins, President of Visit Porto & North, states, *"It is an honour to be one of the official supporters and host of MCE North & West Europe 2023. After the launching of multi-awarded marketing MICE campaign in 2020 'The adventures of Ofelia de Souza', with so many hotel and venue openings in our destination, this is the perfect timing to share with all the participants Porto's MICE offer, the northern Portuguese hospitality and our partners who position us daily on this segment"*.

Interested in participation, feel free to [contact](#) Europe Congress.

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Key Benefits:

- ✓ 2,5 days MICE one-stop-shop B2B forum
- ✓ High-quality event venue: Hilton Porto Gaia
- ✓ 35 scheduled, match-made, one-to-one meetings
- ✓ 75 qualified event planners meet with 60 MICE providers
- ✓ Boutique event format to maximize connections
- ✓ A total maximum of 140-160 people remain together throughout the entire event
- ✓ Convention Bureau promotional sessions with a unique format
- ✓ 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



MCE North & West Europe

26 – 28 March 2023 | Vila Nova de Gaia, Porto, Portugal

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