

## Europe Congress Set to Make Salzburg a Major MICE Destination in 2024

**SALZBURG, Austria [Wednesday, 10 January 2024]** – 200 business event planners and suppliers will gather at the Salzburg Congress for Europe Congress' annual MCE Central & Eastern European forum. Held from 4-6 February, qualified hosted buyers from all over Europe will visit to connect with the leading hotels, congress centers, tourism bureaus, and other event solutions providers from 20+ Central and Eastern European countries.

Following up on their success from last year's Events Club Associations Forum, Europe Congress returns to the Austrian city to capitalize on its MICE potential. Salzburg's smaller size, excellent B2B venues, and enthusiasm from the local meetings and events partners make it the ideal location for the event company, which specializes in boutique B2B forums.

Alain Pallas, Europe Congress' managing director explains: "We focus on quality over quantity for our forums. Our event days are packed full of different events, and being able to offer personalized services and care for every participant makes everyone feel at ease. The intimacy at the forums allows top industry professionals the best chance of making important business connections- whether it's during 1-2-1 meetings or one of our many activities like a walking tour."

To foster these connections, attendees will participate in various activities across the 2,5-day event. Europe Congress provides 35 prescheduled meetings for their 75+ suppliers to meet with the 90 buyers, while social activities like a private brewery tour, a party at the historical Residenz Palace, and even a strudel-making class will allow for connections to be made outside of meeting rooms.

Europe Congress has partnered with Salzburg Congress and the Salzburg Convention Bureau to ensure participants will see the best of what the "City of Mozart" has to offer, including the area's best hotels. Attendees will be hosted by the Sheraton Grand Salzburg and IMLAUER Pitter hotels — both conveniently located next to Salzburg Congress and within walking distance from the UNESCO-listed Old Town.

Julia Franz, Director of Sales and Marketing at IMLAUER Hotels & Restaurants, explained why Salzburg is the perfect place to hold intimate B2B events, saying: "The city's top-notch conference facilities, coupled with its charm and accessibility, make it an ideal choice. Our IMLAUER team is well experienced in organizing meetings and events and is delighted to host you!"

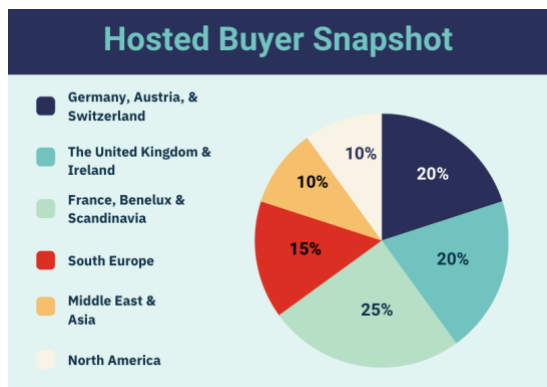
The Grand Sheraton Salzburg, which is also well-regarded for its onsite events, is enthusiastic about the future of MICE events in Salzburg. "If the past few years have taught us anything, it is that we need and want human connection and we are thrilled

to see our industry come back so strong,” said Oliver Sturmayer, the hotel’s General Manager. “We are excited to provide the stage for a top event.”

Limited spaces for the event are still available for qualified buyers. To register your interest, email Europe Congress at [info@europecongress.com](mailto:info@europecongress.com)

Media Contact:  
 Madeleine Salisbury  
 +420 226 804 080  
[media@europecongress.com](mailto:media@europecongress.com)

### MCE Central & Eastern Europe Fact Sheet:



- #### Solutions Provider Destinations
- Germany
  - Austria
  - Switzerland
  - Czech Republic
  - Slovakia
  - Hungary
  - Slovenia
  - Croatia
  - Serbia
  - Montenegro
  - Albania
  - Estonia
  - Latvia
  - Lithuania
  - Poland
  - Romania
  - Bulgaria
  - Greece
  - Turkey
  - Armenia
  - Azerbaijan
  - Georgia



### Important Forum Facts



**Where:**  
Salzburg  
Congress



**When:**  
4-6 February  
2024



**Who:**  
75+ Suppliers  
90+ Buyers



### Key Event Activities



35 Prescheduled  
Meetings



Dinner at the  
Residenz Palace



Networking Coffee  
Breaks and Lunches



Private Brewery Tour



Keynote Speeches



Apple Strudel  
Cooking Class

## Benefits for Attendees

### Personalized Care

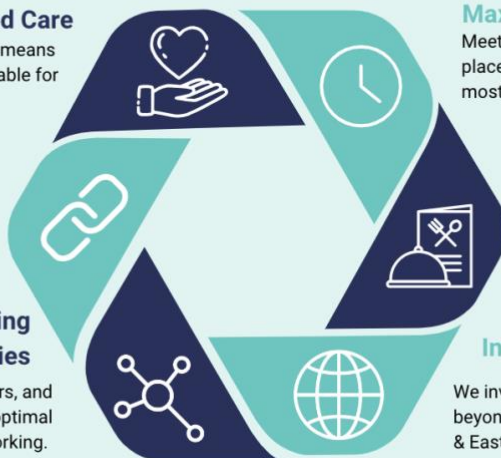
An intimate event means we're always available for you.

### Quality Connections

We pre-screen all buyers to ensure strong connections are made.

### Various Networking Opportunities

Organized coffee breaks, dinners, and pre-scheduled meetings for optimal networking.



### Maximum ROI

Meet with 200 people in one place, at one time getting the most out of 2,5 days.

### Premium Events Program

Attendees are treated to fully catered meals and top accommodation.

### International Reach

We invite buyers from Europe and beyond who do business in Central & Eastern Europe.