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## Europe Congress Hosts Dynamic Start to 2025 at MCE Central & Eastern Europe

**ANTALYA, Türkiye, 9-11 February, 2025**—The 2025 event season has kicked off with MCE Central & Eastern Europe. The exclusive 2.5-day event, hosted at Rixos Premium Belek, was a chance for event planners to meet with suppliers in the Central and Eastern European region, build new partnerships in the MICE industry, and gain awareness of new destinations, trends, and venues.

In addition to a full schedule of B2B meetings, attendees got to see some of Antalya's hidden gems on a city tour, including a guided walk of Antalya's historic Old City; a private boat cruise of the Düden waterfall and nearby caves; and a taste of traditional Turkish coffee, tea, and snacks.

"We are honored to have hosted these guests in our beautiful city," said Angela Vannoy, CEO and Co-Founder of Sojourn Tours. "Antalya has so much to offer, from its luxurious resorts equipped with extensive professional meeting venues, to delicious fresh and locally sourced cuisine, and surrounding history and natural beauty. We are grateful to Europe Congress for bringing this event here and opening up new opportunities for collaboration."

Hosted at Rixos Premium Belek, an all-inclusive five-star resort, the event was a true show of the region's spectacular offerings. Tucked along a private beach at the foot of the Taurus mountains, the resort offered a luxurious, secluded spot for MICE industry professionals to network. Between meetings, coffee breaks and lunches were held in the resort's elegant banquet halls and attendees had free access to the property's many pools, fitness classes, and the private beach, as well as to the nearby Land of Legends theme park, where participants joined a private tour of the park's extensive facilities.

"I'm very passionate about this region, and it's been such an honor to be able to show attendees what Turkish hospitality is all about," said Ksenia Chilcott, MICE Sales Manager for Rixos Premium Belek. "While it's known as a vacation spot, Antalya is actually an incredible MICE destination."

Working with local vendors is central to Europe Congress events; in addition to bringing event planners and solution providers together, the events are a chance for participants to learn about local providers.

Plus Event Solutions, an Antalya-based AV company, is one such provider. "Embracing the beauty of Antalya and our unique, tailored approach, we aim to showcase the region's potential while delivering innovative solutions to our partners," said Çağatay Şahin, Plus Event Solutions' Operations Manager.

Antalya's gorgeous landscapes, mild climate, and ideal location on the Mediterranean Sea have earned the city its reputation as a popular vacation spot, and, as displayed by MCE Central & Eastern Europe, the region is also a perfect MICE location. Boasting an experienced tourism industry and a wealth of venues, the area is quickly gaining recognition as a go-to event destination.

Europe Congress is hosting five more events in 2025; the next event, Events Club Associations Forum, will take place in Riga, Latvia on February 9-11. For more information about the 2025 event calendar or to inquire about participating, contact Europe Congress at [info@europecongress.com](mailto:info@europecongress.com) or visit [www.europecongress.com](http://www.europecongress.com)

### Media Contact:

Parker Shatkin

+420 296 249 109

[media@europecongress.com](mailto:media@europecongress.com)