

Tuesday, 13 January 2026

2026 Commences with Europe Congress' MCE Central & Eastern Europe in Sofia

SOFIA, Bulgaria, 8–10 February, 2026— Europe Congress is opening their 2026 event season with MCE Central & Eastern Europe in Sofia, Bulgaria from 8–10 February 2026. Specifically tailored to MICE service providers in Central & Eastern Europe, this highly focused B2B forum facilitates meetings with high-quality buyers with upcoming business in the region.

Held at the Grand Hotel Millennium Sofia, a luxury 5-star hotel in the city center boasting 30-storey views and a world-class spa, MCE Central & Eastern Europe will also be a chance to showcase what the city of Sofia has to offer the MICE industry. Four city tours, organised by event partner Visit Sofia, will take participants through the streets on a Sofia City Walking Tour, Graffiti and Street Art Tour, Ancient Sofia Tour, and a Communist History Walking Tour.

“Hosting Europe Congress 2026 at Grand Hotel Millennium Sofia is more than an honor—it’s a defining moment for all of us in the meetings and events industry in the Bulgarian capital,” said Adriana Angelova, Cluster Director of Business Development at Grand Hotel Millennium Sofia. “Our city is ready to tell its story of culture, innovation, and hospitality. At the heart of it stands Grand Hotel Millennium Sofia, offering panoramic views, versatile spaces, and experiences that go beyond the ordinary.”

Over the course of 2.5 days, participants will engage in pre-scheduled, match-made meetings of their choice to kickstart collaborations with potential business partners. Bringing together 140+ selected participants, MCE Central & Eastern Europe is a hub for the MICE industry in the CEE region. Networking lunches and intentional coffee breaks provide additional time to network outside of the meeting room.

“We are honoured to welcome the MCE Central & Eastern Europe 2026 forum to Sofia, a key moment for our city to further establish itself as a dynamic and forward-looking MICE destination,” said Anton Penev, Director of Visit Sofia (Sofia Tourism Administration). “We look forward to demonstrating Sofia’s rich cultural heritage, vibrant business ecosystem and warm hospitality to all participants.”

An opening dinner at the Grand Hotel Millennium Sofia will begin the event, encouraging participants to network and meet new potential business partners in a relaxed, elegant space. The second dinner, hosted at the iconic Sofia Balkan Palace, will be a festive night of entertainment and dancing in an opulent venue, and one of Sofia’s architectural gems.

Limited spots are still available for event planners and MICE service providers interested in joining this exclusive event. Europe Congress will be hosting five more events in 2026 in Budapest, Copenhagen, Düsseldorf, Prague, and Valencia. For more information or to register, contact Europe Congress at info@europecongress.com or visit www.europecongress.com

Media Contact:

Parker Shatkin

+420 296 249 109

media@europecongress.com