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Europe Congress Successfully Concludes MCE Central & Eastern Europe 2026 in Sofia, Bulgaria

SOFIA, Bulgaria, 8–10 February, 2026— Europe Congress officially opened its 2026 event season with MCE Central & Eastern Europe in Sofia, Bulgaria on 8–10 February. Tailored specifically to MICE service providers in Central & Eastern Europe, the focused B2B forum facilitated meetings between suppliers and high-quality buyers with upcoming business in the region.

Hosted at the Grand Hotel Millennium Sofia, the luxury five-star hotel in the city centre provided an ideal setting for both business and networking. The event also highlighted Sofia as a compelling destination for the MICE industry. Four curated city tours, organised by event partner Visit Sofia, introduced participants to the destination through 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 was 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. “This gathering offered us the chance to shine a spotlight on Sofia as a fresh and inspiring destination for international conferences. It’s not just about networking; it’s about shaping the future together and opening new horizons for our industry.”

Throughout the 2.5-day forum, participants engaged in pre-scheduled, match-made meetings designed to spark new collaborations and partnerships. Bringing together more than 140 selected participants, MCE Central & Eastern Europe served as a networking hub for the MICE industry across the CEE region and beyond.

“Hosting a leading international B2B event of this type not only highlights Sofia’s strategic importance in the Central and Eastern European market,” said Anton Penev, Director of Visit Sofia (Sofia Tourism Administration), “but also brings exceptional opportunities for local and regional businesses to connect with global event planners, forge long-lasting partnerships and showcase the best that our destination has to offer.”

Outside of the meeting room, participants were introduced to venues and experiences throughout Sofia on exclusive pre- and post-event fam trips, a tour of the National Palace of Culture, and a gala dinner at the iconic Sofia Balkan Palace.

Following MCE Central & Eastern Europe’s successful conclusion, Europe Congress has five upcoming events on the 2026 calendar with forums 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

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