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Europe Congress Concluded Premier Associations Forum in Budapest

BUDAPEST, Hungary, 8–10 March, 2026— The fourth annual Events Club Associations Forum has just concluded after 2.5 days of MICE industry networking in Hungary’s capital city. Over 150 event industry professionals came together this week to meet new business partners and discover what makes Budapest an ideal city for hosting associations events.

Events Club Associations Forum is specifically tailored to the needs of event planners representing global associations and PCOs. In partnership with the Budapest Convention Bureau, Events Club Associations Forum introduced participants to the city’s plentiful event spaces and activities, with plenty of networking moments in addition to the scheduled 28 one-on-one meetings.

“Europe Congress’ Events Club Associations Forum was an excellent opportunity for Budapest to present its diverse portfolio of event venues and high-quality services to key decision-makers from international association congresses in a personal and focused setting,” said Krisztina Henyecz, Head of Business Development at Visit Hungary. “Such targeted B2B forums allow participants to gain first-hand insight into the professional environment and expertise available for hosting international events in Budapest. The city’s strengths lie in its well-functioning MICE ecosystem, a reliable network of service providers, and the close proximity of distinctive urban experiences – all of which position Budapest as a competitive destination in the international association congress market.”

Participants explored the historic city on four city experience tours, including a walking tour of the Pest side of the city includes stops at the opera house and St. Stephen’s Basilica—the largest Catholic church in Budapest—and a taste of traditional chimney cake; a tour of the City Park, with visits to the park’s most iconic sites including the Széchenyi Medicinal Baths and the House of Hungarian Music; a sightseeing tour by bus to visit the main sites of the Pest side (complete with a tasting of Hungarian wine, strudel, and goulash; and a private tour of the Zwack Museum with a tasting of Zwack Unicum, a famous Hungarian liqueur. Site inspections of hotels around the city familiarized attendees with local event venues and meeting spaces in which to host upcoming events.

Held at Corinthia Budapest, a luxury five-star hotel in the heart of Budapest, attendees experienced the best hospitality in the city, from an iconic landmark building to the Royal Spa and top-level bars and restaurants. Two networking dinners introduced participants to Hungexpo, the country’s leading convention center, and Gundel, the most famous restaurant in Hungary and a 130-year old institution in Budapest’s City Park.

Registration is already open for Europe Congress’ four upcoming events in 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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