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For immediate release

PRESS RELEASE

After the launch and big success of the first MCE CEE congress hosted in Prague, Europe Congress offers you the improved and extended second edition!

Central & Eastern Europe as well as CIS countries offer an increasing high quality offer of hotels, event venues, congress centers, transport providers and intermediary as DMC's and PCO's. Also the number of flights to CEE & CIS destinations is increasing and when realizing the potential for innovative incentive events is still so much undiscovered, it may be clear why MICE buyers are keen to attend.

Large international exhibitions do acknowledge the existence of the CEE & CIS as MICE destinations; the MCE CEE brings buyers to the region and makes them realize the potential. This one-stop-shop is an ideal time saver while getting a clear view of what the region offers in terms of MICE solutions.

Up to 150 buyers are expected to make their way to the MCE CEE 2012, taking place from 12 to 14 February in Prague: Carefully selected and screened on high value MICE business for the region, ready to meet up with also carefully selected high quality solution providers from the CEE & CIS.

The unique platform offers pre-scheduled and guaranteed one-to-one meetings with participants of choice. A conference program giving further insight into the CEE & CIS and, discussing hot topics within the industry, ensure increased knowledge on creating optimized events. Networking and social events ensure a varied congress program allowing all to come to the best possible outcome for ones business.

The event is exclusive to participate, bringing MICE business straight into the region. The collective push for more MICE business into the CEE & CIS countries is offering benefits for all; new business solutions for the buyers and an increase of business for the destinations and solution providers. A perfect example of a winning event outcome for all involved.



the Event Congress for Central & Eastern Europe
12 – 14 February 2012 - Prague - Czech Republic