The Extraordinary MCE South Europe 2017 was Successfully Delivered, Exceeding all Expectations.



This week, the 3rd edition of MCE South Europe took place in Catania, Sicily, Italy. The forum has been brought to life already 3 years ago to showcase South Europe as a wonderful and resourceful MICE destination. Once more, a rich variety of South European MICE Solution Providers came to the island to represent their destination and build strong relationships with leading event planners keen on finding new business partnership.

This year, the event was hosted at the Four Points by Sheraton Catania Hotel & Conference Center. All participants were welcomed at Catania Fontanarossa Airport by the organizers Europe Congress, the Sicily Convention Bureau and event partner Incoming Italy DMC.

“We at Incoming Italy were excited to welcome all MCE South Europe guests to Sicily. As one of the leading Italian DMCs we are proud to have been part of this prestigious event and are always looking forward to offer a warm experience in our beautiful country. I can’t wait for all event planners and their groups to return to Catania for us to showcase all the fantastic possibilities that this incredible region has to offer.’’ tells Mr. Pedro Marugan from Incoming Italy DMC.

After the hotel venue arrival and the welcome reception at the property, the evening progressed to one of the Sicilian jewels, the city of Taormina, to spend a wonderful dinner time with sea view at the Hotel Villa Diodoro by Gais Hotels Group on their

terrace and in their wonderful dining hall. The evening was made complete by thematic Dolce Vita entertainment brought by event partner Azimut.

Monday the 9th of October brought business generating pre-scheduled and matchmade B2B meetings, a presentation of all the participating South European destinations and of course a lot of networking activities. For the evening program Il Giardini de Villa Fago, an exceptional venue at the foot of Mount Etna, was chosen. All forum participants were offered a fabulous evening. A welcome reception in the beautiful gardens, a fantastic dinner with opera performances and traditional musicians, topped off by a little after party completed the days success.



Daniela Marino from Sicilia Convention Bureau said “It was a great pleasure and opportunity for us to have MCE South Europe and its participants in Catania, Sicily. We are very proud of the excellent proceedings of the event in which every partner was fully involved to achieve excellence. We hope all participants had the time to discover the beauty of our island and we’re confident to see successful MICE business as the result of it.”

Tuesday saw a keynote performance by event MC, Jonathan Bradshaw, delivering an updated version of his masterpiece: Meetology®: The fascinating psychology powering interpersonal communication. This highly engaging performance was followed by further B2B meetings and networking features as luncheons and coffee breaks. The event was formally closed through short speeches by the Sicily Convention Bureau and the organizing company, Europe Congress.

“The forum in Catania, Sicily was a great success. Together with all involved event partners we have offered all participants a very rich program. We’re happy to have been able to create so many new cooperation’s for new MICE business with South Europe as a destination and will think back with great pleasure about the created experience in Sicily.” Alain Pallas, Managing Director of Europe Congress said.

We are then very much looking forward to MCE South Europe 2018 that will take place in Thessaloniki in October 2018!

For more information and participation possibilities, please contact Europe Congress on:

Email: info@europecongress.com or Telephone: +420 226 804 080

MCE South Europe 2018 in Thessaloniki

	Dates: 8, 9 & 10 October 2017
	Place: Four Points by Sheraton Catania Hotel & Conference Center, Catania, Sicily

	Key Benefits: • 2,5 days MICE one-stop-shop B2B forum; • High quality event venue: Four Points by Sheraton Catania Hotel & Conference Center • Minimum of 30 to 35 pre-scheduled and match-made one-to-one meetings with Hosted Buyers most likely to be your next business partners; • 80-100 qualified, reference checked and high volume MICE event producing Hosted Buyers having outgoing MICE business for South Europe will meet exclusively with 60 Solution Providers from the region; • Total of up to 200 persons remain together for the event days: No visitors; • Numerous educational sessions by MICE industry experts • Promotional sessions emphasizing the potential of South Europe; • Networking sessions offering full catering such as coffee breaks, luncheons, welcome reception, dinners and an after-dinner party to increase interaction.
	Agenda and Program:
	• Pre-scheduled and match-made one-to-one meetings • Day networking, benchmarking and socializing in an inspiring environment • Keynotes by industry experts addressing trending industry topics • Social gatherings as coffee breaks, luncheons, dinners, reception and party.

Participants:

60 Convention Bureaus and MICE Providers from South European Countries:

• Albania	• Malta
• Bulgaria	• Monaco
• Croatia	• Montenegro
• Cyprus	• Portugal
• France	• Romania
• Greece	• Slovenia
• Italy	• Spain
• Macedonia	• Turkey

1. 80 – 100 leading event planners and decision makers in their organization of:
2. Origin:
    - Germany, Austria, Switzerland: 20%
    - United Kingdom & Ireland:15%
    - France, Benelux & Scandinavia: 20%
    - Central & Eastern Europe: 10%
    - Russia & CIS: 10%
    - Middle East & Asia: 15%
    - North America: 10%

Type:

- 65% Agencies
- 25% Corporate
- 10% Associations

Organizer:

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