



**Magiczny
Kraków**

IMEX 2016 Fair in Frankfurt - 19-21.04.2016

2017-05-25

A team from the Krakow Convention Bureau (KCB) presented Krakow as a business destination as part of the Polish National Stand. The G450 stand also included other exhibitors from Krakow presenting their services at the Krakow ICE, including Mazurkas Travel, and DMC Poland was represented on the DMC World stand.

The objective and key element of the IMEX fair are face-to-face meetings with potential organizers of congresses, conferences, incentive traveling.

This year's edition was attended by over 3,500 exhibitors, nearly 4,000 meeting planners (Hosted Buyers) and about 4900 visitors (Trade Visitors) from over 90 countries representing, among others: representatives of the congress offices, hotels, convention centres, corporations, companies, PCO companies and other service providers for the meetings industry.

Krakow Convention Bureau participates annually in the business tourism IMEX fair in Frankfurt which shows a significant increase of interest in Krakow and the Małopolska Region, as compared with previous years. Comparing also to other co-exhibitors on the Polish stand, more interest in the city and the region is evident.