



**Magiczny
Kraków**

Promotion of business tourism offer in foreign markets

2016-04-19

Active participation and promotion of the offer of Krakow organizers of congresses, conferences and incentive events are the key elements of promotion carried out by the Krakow Convention Bureau.

As in previous years, the Krakow Convention Bureau will participate in the key business tourism fairs. Krakow's stand will be present, as part of the national stand organized by the Poland Convention Bureau / Polish Tourist Organisation, at IMEX Frankfurt, IMEX Las Vegas and Barcelona IBTM.

Such smaller trade fairs as CONVENT 2016 in Vilnius, Travel Show B2B Business Edition in Stockholm, Reunir in Paris (former Meedex), The Meetings Show in London are also noteworthy. Diversification of events during which the city's offer is presented provides an opportunity to meet meeting planners from different countries - the Baltic Sea region, Belgium and France, the UK and Sweden.

Apart from the fairs, we will also represent the city at two Meeting&Incentive Forums in Madrid and Prague. The M&I Forum is an opportunity to meet selected service providers for the MICE industry from around the world. Our experience shows that approx. 60 meetings are held in one edition of the M&I Forum.

In 2015, Krakow's congress offer was promoted during six trade fairs: Travel Show B2B Business Edition in Stockholm, Meedex trade fair in Paris, IMEX in Frankfurt and Las Vegas, The Meetings Show London and EIBTM in Barcelona. There were also many intimate meetings and conversations during the M&I Forum Europe Autumn St. Julian, M&I Forum Eastern Europe Vienna, CTE TOURISM in Warsaw, as well as individual presentations for planners of the Belgian market, co-hosted with the Poland Convention Bureau / Polish Tourist Organisation.

Bearing in mind the new investments and the wide city offer, we hope that consistent participation in international fairs and trade events will strengthen the position of Krakow on the map of the international meetings industry.