

NEWS ITEMS

- MCEC to Be Really Soon Officially Opened
22 May 2009
- Experience M:CON in A Mouse Click
20 May 2009
- ICCA publishes country and city rankings 2008
19 May 2009
- Conferencing at the Estoril Congress Centre
18 May 2009
- EACD Welcomes its 1000th Member
15 May 2009
- Success of ICCA Workshop in Nantes
14 May 2009
- Qatar Believed To Have Enormous Potential

MAASTRICHT BENEFITS FROM CRISIS DURING EMIF

31 March 2009



Over the years, it has become a tradition: the Maastricht Convention Bureau (MCB), together with partners, takes part in the European Meeting Industry Fair (EMIF) in Brussels. Including this 2009 edition, which took place on March 18th and 19th. During the EMIF, it turned out the business meetings destination Maastricht & surrounding area benefits from the crisis!

EMIF is the Belgian trade show for Incentive Travel, Meetings and Events, and is being visited by mainly Belgian meeting planners. For many years now, the MCB is present at the fair, to promote Maastricht & surrounding area as a destination for business meetings. Maastricht always has been an attractive destination for our southern neighbours, but since the crisis, people want to meet close to home, which makes Maastricht & surrounding area even more inviting. Add to this the eco-friendly high-speed train connection between Maastricht and Brussels, and one simply can not go around Maastricht & surrounding area!

MCB Sales Manager Tamara Weide: *"During the fair, we noticed visitors were looking at short distance destinations. People keep feeling the need to meet face-to-face, but they have to be careful spending their money. Many times, this means people meet closer to home. In that respect, Maastricht & surrounding area benefits from the crisis."*