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European Meeting Industry Fair Lives Up To Expectations

Written by Fabian Stockton Friday, 19 March 2010 15:10



Over the years, it has become a tradition: the Maastricht Convention Bureau (MCB) is, together with partners, a striking participant of the European Meeting Industry Fair (EMIF) in Brussels.

Therefore, both visitors as well as EMIF organisers, had high expectations, as illustrated by a quote from the organisers in an international newsletter:

"I also look forward to seeing what Maastricht comes up with this year".

And guess what? Again, Maastricht turned out to be an exhibitor which visitors could not miss. During the 2010 edition of EMIF, on March 17th and 18th, Maastricht lived up to everyone's expectations!

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 any kind of business meeting.

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Maastricht has become a striking EMIF exhibitor, and has proven to be able to attract and keep the attention of both EMIF organisers and visitors.

MCB Sales Manager Tamara Weide: "again we were present very prominently during EMIF. It left a positive impression with the visitors. We all wore red polo shirts, which made sure we stood out and we were easy to recognise."

"Additionally, we had a completely new exhibition wall, attracting quite a lot of attention. Thanks to our presentation, we were able to make many of our southern neighbours enthusiastic about Maastricht & surrounding area as a destination for their business meetings. It is expected the number of meetings will increase."

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