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meetings, incentives, conferences & events news

Nov 22, 2009 [Maastricht & surrounding area sold](#)

This week, no less than 28 Belgian companies, all planners of corporate meetings, will get a visit from 10 companies from Maastricht & surrounding area. With a presentation, they will show how attractive and nearby Maastricht & surrounding area actually is for all kinds of corporate meetings. An initiative from the Maastricht Convention Bureau and its partners, which has proven to be successful in the past.

"The Netherlands may no longer cope with recession, it still is important to pay extra attention to the planners, so they will keep thinking about us. Therefore, we have planned an extra sales drive with our partners," says Tamara Weide, Sales Manager Meetings & Incentives of the Maastricht Convention Bureau. "Sales drives are an ideal opportunity to promote Maastricht & surrounding area: together with our partners, we pay planned visits to corporates and associations which organise meetings on a regular basis. By doing this as a group, we are able to present Maastricht & surrounding area as varied as it is, and to show planners how attractive this region is. A good alternative for the far away destinations, which were popular before the financial crisis. Everyone still has to be more careful and creative with their (smaller) budgets, so naturally, Maastricht & surrounding area becomes more and more attractive. Our partners see this as well, which is why no less than 10 of our partners from Maastricht & surrounding area are helping us to 'storm' the market in Belgium. We all are very proud because of that!"

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