



PRESS RELEASE

Meet Europe: How to make a journey all over Europe in a single day

On 26th February 2008, *European Cities Marketing* (ECM) organized another "Meet Europe" event, this time in Brussels, Belgium. *European Cities Marketing* is the European leading association of City Tourism Offices and Convention Bureaus. Its network comprises 134 members spread in 31 countries.

"*Meet Europe* is a cross point of top quality buyers and ECM member cities. It is organized twice a year with the aim to provide an opportunity to enhance and facilitate business exchanges between the ECM members and the buyers", explains Olivier Lépine, ECM vice-president and chairperson of the Conventions Forum.

This time, 23 exhibitors (ECM members) could represent their cities and show the best of their destination to 80 top quality buyers from Brussels who had been recruited by Annelies Bakker (Allied Consultants).

The whole event took place in Hotel Amigo in Brussels. After the workshop, the participants were invited to drink cocktail together so that they could continue sharing their experience. The business networking carried on even later on, during the dinner. An extremely successful afternoon was ended up by a pleasant evening with an accompanying program "Opera della Casa", a surprising theatrical opera.

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