



**Magiczny
Kraków**

Europe Congress MCE Central & Eastern Europe 2027 in Kraków

2026-06-29

From February 14-16, 2027, Kraków will become the center of the meetings industry in the Central and Eastern Europe region. This is thanks to Europe Congress MCE Central & Eastern Europe 2027 (MCE CEE 2027)—one of the most important B2B events for the MICE sector (Meetings, Incentives, Conferences, Exhibitions).

The congress will take place in the unique, revitalized FABRYCZNA 13 complex, which combines modern business, hotel, and leisure infrastructure. The entire event program will be held at the Mercure Kraków Fabryczna City hotel and the Fabryczna 13 Conference Center.

A platform connecting business and destinations

MCE Central & Eastern Europe is an event that effectively connects:

- tourist destinations,
- hotels and hotel chains,
- congress centers,
- DMCs (Destination Management Companies),
- convention bureaus and tourism organizations,
- with international event organizers (hosted buyers) looking for partners in the Central and Eastern Europe region.

Around 80 exhibitors and MICE service providers from countries such as Poland, Germany, Austria, the Czech Republic, Hungary, Croatia, the Baltic states, the Balkans, Turkey, and the Caucasus region will take part.

High-level matchmaking and networking

A key element of the program will be tailored B2B meetings (match-made meetings), enabling efficient knowledge exchange and rapid networking. The program will also include:

- destination presentations,
- networking sessions,
- accompanying events,
- city tours.

Thanks to this, participants will not only establish new partnerships but also discover Kraków's potential as an event destination.

Opportunity for event service providers

For companies from the CEE region offering event-related services, MCE Central & Eastern Europe is one of the most important industry events in the region. Participation allows them to:



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- reach hosted buyers with real event projects,
- present their company or regional offer,
- gain valuable business contacts,
- increase visibility on the international market.

Additionally, participants will have access to the full program, fostering relationship-building in a less formal atmosphere.

Kraków - an ideal meeting destination

The choice of Kraków as the host city is no coincidence. For years, it has enjoyed a reputation as one of the leading MICE destinations in Central Europe. Modern conference infrastructure, a rich hotel offering, and outstanding cultural heritage make Kraków an attractive location for international event organizers.