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Kraków

Summary of Kraków Convention Bureau activities in the first half of 2026

2026-07-23

The first half of 2026 was a period of intensive activity for the Kraków Convention Bureau, focused on strengthening Kraków's position as one of Europe's leading destinations for business and scientific events. All activities were carried out in line with the objectives of the Kraków Convention Bureau Action Plan 2030 and focused on attracting international congresses, supporting event organisers, and promoting Kraków on the international stage.

The First Half of the Year in Numbers

Between January and June 2026, the Kraków Convention Bureau:

- organised **15 site inspections** for congress and conference organisers,
- prepared **35 bid proposals** for events planned through to 2030,
- provided responses or support in **82 event-related enquiries and projects**,
- participated in **21 trade fairs and industry meetings**.

Successfully Attracting International Events

Attracting international congresses remains one of the Kraków Convention Bureau's key priorities. During the first half of the year, the Bureau prepared bid proposals for **35 events** planned through to 2030. These included, among others, **EuPFI - European Paediatric Formulation Initiative 2027**, **International Association for Dental Research (IADR) 2030**, **WONCA Europe Conference 2029**, and the **Society for Conservation Biology ICCB-ECCB Congress 2029**.

A particularly significant achievement was the confirmation of Kraków as the host city for a prestigious congress dedicated to **emergency medicine and cardiology**, as well as securing [**Europe Congress MCE Central & Eastern Europe 2027 \(MCE CEE 2027\)**](#)—one of the most important B2B events for the MICE industry.

Site Inspections Build Confidence

Site inspections by representatives of international associations and professional congress organisers remain an essential element of the bidding process. During the first half of the year, Kraków welcomed representatives of **ESGE, ICRS, EPRW, IADR, EFORT, the European Association of Nuclear Medicine**, as well as organisers of **Europe Congress MCE Central & Eastern Europe 2027**.

The inspection programmes included presentations of the city's congress infrastructure, meetings with local partners, and visits to conference venues.

Comprehensive Support for Event Organisers

One of the key pillars of the Kraków Convention Bureau's activities is providing comprehensive



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support for event organisers. During the first half of the year, the team assisted **82 projects**, offering support in areas including event promotion, promotional materials, logistical assistance, and cooperation with municipal institutions.

The Bureau supported organisers of numerous scientific and industry congresses in the fields of medicine, new technologies, engineering, and exact sciences, further strengthening Kraków's position as a city of knowledge and innovation.

The Kraków Convention Bureau was particularly active during the **25th European Congress of Physical and Rehabilitation Medicine (ESPRM 2026)**, **WordCamp Europe**, and the **Euroheat & Power Congress**, which took place in June 2026 at ICE Kraków thanks to close cooperation and the strong commitment of industry partners from Poland.

Kraków Present at the Leading MICE Industry Events

The city's promotion was also carried out through participation in the most important meetings industry events, including **IMEX Frankfurt**, **M&I Forum Flagship**, **MCE Europe Congress**, **MCE Central & Eastern Europe**, **GDS Forum & Impact Day**, **Conventa**, as well as meetings with university representatives organised under the **Kraków Network 2.0** initiative.

During **IMEX Frankfurt 2026** alone, representatives of the Kraków Convention Bureau held more than **30 business meetings** with congress organisers and representatives of international associations, presenting Kraków's potential as a host destination for international events.

Another Confirmation of Kraków's Strong Position

The first half of the year also brought a prestigious distinction—**1st place for Kraków in the Meetings Star 2025/2026 ranking** in the **Large Destinations** category. This recognition once again confirms that Kraków is among the leading meetings industry destinations in Central and Eastern Europe.

The activities carried out throughout the first half of the year demonstrate that consistent cooperation with event organisers, the scientific community, and industry partners continues to strengthen Kraków's international position. The second half of the year promises to be equally intensive, with further congress and conference bidding processes, additional site inspections, promotional activities showcasing the city on the global meetings market, and new challenges related to implementing sustainable standards across the MICE industry.