



**Magiczny
Kraków**

Krakov Convention Bureau - trade fairs, round table meetings, industry panels in 2023

2023-12-08

With funding from the "Destination: Małopolska" project, in 2023 the Krakow Convention Bureau team participated in IMEX Frankfurt, IBTM Barcelona, IMEX Las Vegas, the 62nd ICCA Congress in Bangkok, as well as five B2B meetings as part of The Meetings Space and M&I Forum.

An average of 25 meetings were held at each event, providing a database of more than 250 contacts, with talks attended by former representatives of international associations and foreign PCOs and DMCs, with appointments made via an online scheduling system. The discussions resulted in specific pledges to organise a business meeting in Krakow, such as the ISPIM congress for 600 people, and to include Krakow in the offer of international companies.

While learning about the city's business offer, interviewees reacted very positively to information about the city's comprehensive and modern conference infrastructure and facilities such as: ICE Krakow, TAURON Arena Krakow, EXPO Krakow, and CK Fabryczna 13. Of significant interest was also the fact that Krakow airport offers many direct connections, including 2 to the United States, and regular daytime flights to Frankfurt, Munich, Amsterdam, London and Warsaw, making it possible to fly to Krakow from most cities in the world with a one-stop flight.

During the Frankfurt, Barcelona and Las Vegas trade fairs, people with whom Krakow Convention Bureau staff had met during earlier fairs and business meetings returned to find out more. It turned out that many of them had also attended the ICCA 2022 congress for meetings industry experts, which was co-organised by the city, and that they were very impressed with Krakow.

For more than 10 years, the city's comprehensive conference offer has been promoted in foreign markets during such events, contributing to the development of the #Krakowthehostcity brand – a host city for international events.

These initiatives were carried out as part of the "Destination: Małopolska" project co-financed by the European Union as part of the Regional Operational Programme for the Małopolska Region for 2014-2020.