

## Active participation Kraków Convention Bureau in international fairs

2024-06-25

### Attracting meetings and business events to Krakow

#### Trade shows exclusively for the MICE sector -

such as airlines, hoteliers, convention centres, professional congress organisers, national tourism organisations, and incentive event organisers. Trade talks at fairs are held on the basis of individual scheduled meetings with Hosted Buyers exhibitors, i.e. selected organisers of business meetings.

Participation in business tourism fairs is important to Krakow as the means of promotion of the City in terms of conference tourism and the tasks undertaken by the Krakow Municipal Office as part of the Congress Bureau.

Trade shows provide the opportunity to present Krakow's business tourism industry offer in foreign markets.

The main point of the trade shows are meetings with exhibitors which are Hosted Buyers, i.e. participants in a special programme run by the fair organisers. This programme is based on the fair inviting representatives of companies and organisations who are exclusively executives looking for specific products from the industry. The organisers of these fairs have the best designed programme, evidence for which is a special individual online calendar for each exhibitor, launched just two months before the fairs with the capability to enter and plan meetings at the trade shows.

#### Business tourism fairs and presentations in 2024

THE MEETINGS SPACE	Cannes	France	29.02-02.03.20
MI FORUM SPRING	Marrakesh	Marocco	17.03-21.03.20
IMEX	Frankfurt	Germany	14.05-16.05.20
M&I AMERICA	Miami	USA	23.06-26.06.20
MI FORUM SUMMER	Tbilisi	Georgia	30.06-04.07.20
THE MEETINGS SPACE	Amsterdam	Netherlands	04.07-06.07.20
MI FORUM AUTUMN	Sardinia	Italy	25.09-29.09.20
IMEX	Las Vegas	USA	07.10-10.10.20
THE MEETINGS SPACE	Muscat	Oman	24.10-27.10.20
IBTM BARCELONA	Barcelona	Spain	19.11-21.11.20

#### Business tourism fairs and presentations in 2023

CONVENTA	Ljubljana	Slovenia	31.01-03.02.20
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THE MEETINGS SPACE *	Prague	Czech Republic	23.02-25.02.20
MI FORUM SPRING *	Istanbul	Turkey	16.04-19.04.20
IMEX *	Frankfurt	Germany	23.05-25.05.20
THE MEETINGS SPACE *	Split	Croatia	15.06-17.06.20
M&I SUMMER *	Oslo	Norway	25.06-28.06.20
THE MEETINGS SPACE *	Algarve	Portugal	28.09-30.09.20
IMEX *	Las Vegas	USA	17.10-19.10.20
M&I AUTUMN *	Lake Como	Italy	22.10-25.10.20
IBTM BARCELONA *	Barcelona	Spain	28.11-30.11.20

\* Participation in trade fairs and business meetings is financed from the funds of the project "Malopolska - destination", within the framework of the Regional Operational Program of Malopolska Voivodeship 2014-2020

### **Business tourism fairs and presentations in 2022**

FITUR	Madrid	Spain	18.01 - 23.01.22
THE MEETING SPACE *	Dubai	UAE	17.03 - 20.03.22
MI FORUM SPRING *	Sevilla	Spain	08.05 - 11.05.22
IMEX *	Frankfurt	Germany	31.05 - 02.06.22
NORDIC MICE SUMMIT *	Copenhagen	Denmark	09.06 - 11.06.22
THE MEETINGS SPACE *	Lisbon	Portugal	07.07 - 09.07.22
MI FORUM AUTUMN *	Porto	Portugal	31.08 - 03.09.22
THE MEETINGS SPACE *	Vienna	Austria	22.09 - 24.09.22
IMEX	Las Vegas	USA	11.10 - 13.10.22
IBTM *	Barcelona	Spain	29.11 - 01.12.22

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### **Business tourism fairs and presentations in 2021**

MICE by Melody	Dusseldorf / Frankfurt / Munich	Germany	31.08 - 02.09
THE MEETING SPACE	Copenhagen	Denmark	23.09 - 25.09
MI Forum	Sibenik	Croatia	26.09 - 29.09
IBTM	Barcelona	Spain	30.11 - 02.12



MI FORUM	Abu Dhabi	UAE	05.12 - 09.12
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### **Business tourism fairs and presentations in 2020**

MI Forum Europe Spring	Dublin	Irlandia	26.04 - 29.04.
IMEX	Frankfurt	Niemcy	12.05 - 14.05.
MI Forum Europe Summer	Oslo	Norwegia	05.07 - 08.07.
IMEX	Las Vegas	USA	15.09 - 17.09.
MI Forum Europe Autumn	Madryt	Hiszpania	27.09 - 30.09.
MI Forum Europe Winter	Como	Włochy	28.10 - 31.10.
IBTM	Barcelona	Hiszpania	01.12 - 03.12.

### **Business tourism fairs and presentations in 2019**

The Meetings Space Spring	Stockholm	Sweden	07.03 - 09.03.
Europe M&I	Benidorm	Spain	24.04 - 27.04.
IMEX	Frankfurt	Germany	21.05 - 23.05.
Europe M&I	Šibenik	Croatia	19.06 - 22.06.
The Americas M&I	Chicago	USA	25.08 - 28.08.
IMEX	Las Vegas	USA	10.09 - 12.09.
The Meetings Space Autumn	Madrit	Spain	26.09 - 28.09.
M&I Europe	Muscat	Oman	11.11 - 15.11.
IBTM	Barcelona	Spain	19.11 - 21.11.

### **Business tourism fairs and presentations in 2017**

CONVENTA	Lublana	Slovenia	18.02 - 19.02.
CONVENE	Vilnius	Lithuania	08.02 - 09.02.
M&I Forum Europe Spring	Paris	France	28.03 - 01.04.
IMEX in Frankfurt	Frankfurt	Germany	16.05 - 18.05.
M&I Forum Europe Summer	Seville	Spain	27.06 - 01.07.
ECM Summer School	Dresden	Germany	26.08 - 30.08.
Targi IMEX America	Las Vegas	USA	10.10 - 12.10.



**Magiczny  
Kraków**

ICCA Congress	Prague	Czech Republic	12.11 - 15.11.
MICE Business Day Budapest	Budapest	Hungary	16.11.2017
IBTM World	Barcelona	Spain	28.11 - 30.11.