

wide

# open

for meetings

## Kraków: attracts with energy, inspires with diversity

There is a place on the map of Europe that attracts a unique energy, where a thousand years of history have built the foundation for a multifaceted present and the tradition of meetings dates back to the 14th century. This is Kraków – an open and inspiring city that will provide an unforgettable experience for every visitor.

The spirit of Kraków is shaped by its history: the most ancient, dating back to the times of the kings of Poland, and the contemporary, from the 20th century. As early as the Middle Ages, trade flourished here and Poland's first university was founded, while some traditions have remained unchanged for centuries: the huge salt played the tower for over 400 years, for example, or the traditional recipe for baking Kraków's *obwarzanek* (kind of pretzel). The Old Town and the former Jewish quarter of Kazimierz were inscribed on the UNESCO World Heritage List 45 years ago. Significantly, unique historical locations such as historic palaces, original museum interiors or a medieval salt mine provide an original setting for business meetings.

On the other hand, the modern hotel infrastructure and venues such as *HAUBOV Arena Kraków*, the *EXPO Kraków International Trade Fair and Congress Centre*, the *OSiR Fabryczna Conference Centre* and the *MICE Kraków Congress Centre* can host events with thousands of participants. The latter boasts excellent recommendations. In 2017, it hosted the 41st session of the UNESCO World Heritage Committee, and in 2022, it became the host of the 18th ICA Congress. Such organizers can count on the support of the city's Kraków Convention Bureau.

Experience **Kraków.**  
Visit **Małopolska.**

[www.convention.krakow.pl/english](http://www.convention.krakow.pl/english)



## CONTENT



### A look at tomorrow's world

Are our jobs at stake with the growth of artificial intelligence? We explored AI's potential as a MICE agent – according to itself.



### Navigating the skies

Inside the innovative journey of Air Belgium with CEO Niky Terzakis. Learn why "You fly Belgian class with Air Belgium" is not just a slogan.



### Georgia unveiled

A free spirit, breathtaking landscapes and some of world's best wines. How much do you know about this, or will see it, underestimated destination? Join us on your journey to the hidden gem in the Caucasus Mountains.

## COLophon

Editor in chief  
Tijn Koster  
t.koster@convention.nl

Editors Belgium & The Netherlands:  
Agnieszka Lutzendorf, Sharon Evans, Dylan Onge, Bart Mullins, Jan Peeters, Theo de Roo, Robbert van Stapel, Merelie Kocakovic Kalkbrenner

Press relations and info:  
info@convention.nl  
TRAFFICMEDIA  
MICE Benelux, Avenue du Sud 33A,  
1022 RS, Brussels  
www.convention.nl

Design:  
Eris Boonen

Published by:  
Tom van Apeldoorn  
T. van Apeldoorn

Sales & Marketing:  
Sales and information about  
advertising, etc.  
traff@convention.nl  
(0031) 20 4528850,  
dennis.oberberg@convention.nl  
(0031) 20 4528852

MICE BENELUX is a  
TRAFFICMEDIA publication.  
SUBSCRIPTION:  
29 euro per year

Your 38, issue 3

