

## PRESS RELEASE

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### Meet Europe in Brussels!

**On April 7, 2011, European Cities Marketing (ECM) organised a “Meet Europe” event, this time in Brussels, Belgium.**

*Meet Europe* is where top quality buyers come face to face with ECM member cities. It is organised annually, and is fast becoming the ‘place to be’ for all those seriously interested in the generation of new convention business.

“After holding two Meet Europe events in the United States, ECM decided to come back to Europe, reflecting the importance of European associations as a great market for city destinations. Put simply, Brussels is where European associations are”, explains Olivier Lépine, ECM vice-president.



On this occasion, 23 exhibitors (ECM members) highlighted their advantages as conference destinations, especially accessibility and the range of quality venues on offer. The audience comprised 50 top quality, hand-picked buyers from Brussels, specially recruited by Annelies Bakker (Allied Consultants).

The event took place in Hotel Amigo in Brussels.

*\*ECM (European Cities Marketing) is the leading European association of city tourism offices and convention bureaux, representing 125 members across 100 major cities in 32 countries. Its aim is to improve the performance and maintain the competitiveness of its members through the exchange of best practice and information.*

For more information and pictures, please contact:

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