

## MAASTRICHT AT IMEX

[BIZ: Maastricht, May 25]

From May 25 through May 27, the annual international trade-show IMEX was held in Frankfurt. IMEX is the worldwide exhibition for Incentive Travel, Meetings and Events. Together with the Maastricht Exhibition & Congress Center (MECC Maastricht), the Maastricht Convention Bureau (MCB) represented and promoted Maastricht and the surrounding area as the destination for all kinds of business meetings. They did this in striking red polo shirts, at the Holland Meeting Point, the booth of the Netherlands Board of Tourism and Conventions (NBTC).

The Holland Meeting Point (booth number E-100) was devoted to The Netherlands as a destination for corporate meetings and conventions. For several years now, the Maastricht Convention Bureau and MECC Maastricht have been present at IMEX, to convince visitors that Maastricht and surrounding area is the best destination for their business meetings.

But that is not all: when visitors want to have their meeting in Maastricht and surrounding area, MCB advises them, completely free of charge, about the options that Maastricht and surrounding area offer for a particular type of meeting, taking specific needs and wishes into account. Maastricht and its surrounding area has a lot to offer; there are venues to suit all needs.

With its products, services and many years of expertise, the Maastricht Convention Bureau is the intermediary to promote convention and meeting visits to Maastricht and the surrounding area. The goal of MCB is to make a structural contribution to the economical development of Maastricht and surroundings. The MCB office is situated in the historical Dinghuis building in Maastricht, where the Maastricht Tourist Office is also located.

<http://www.maastrichtconventionbureau.com/>