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Editorial

MAASTRICHT MEETS EXPECTATIONS

[BIZ: Maastricht, March 19]

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Maastricht lives up to the expectations of visitors and organizers at the European Meeting Industry Fair in 2010.

The Maastricht Convention Bureau (MCB) is, together with partners, a striking participant of the European Meeting Industry Fair (EMIF) in Brussels. Therefore, visitors and EMIF organizers had high expectations, as illustrated by a quote from the organizers in an international newsletter: "I also look forward to seeing what Maastricht comes up with this year". And guess what? Again, Maastricht turned out to be an exhibitor that visitors could not miss. During the 2010 edition of EMIF, on March 17 and 18, Maastricht lived up to everyone's expectations!

EMIF is the Belgian trade show for Incentive Travel, Meetings and Events, and is being visited by mainly Belgian meeting planners. For many years now, the MCB has been present at the fair to promote Maastricht and the surrounding area as a destination for any kind of business meeting.

Maastricht has become a striking EMIF exhibitor, and has proven to be able to attract and keep the attention of both EMIF organizers and visitors.

MCB Sales Manager Tamara Weide: "Again we were present very prominently during EMIF. It left a positive impression with the visitors. We all wore red polo shirts, which made sure we stood out and were easy to recognize. Additionally, we had a completely new exhibition wall, attracting quite a lot of attention. Thanks to our presentation, we were able to make many of our southern neighbors enthusiastic about Maastricht and the surrounding area as a destination for their business meetings. It is expected the number of meetings will increase."

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