



## Maastricht organises sales blitz on neighbour

Because of the financial crisis, Maastricht in the Netherlands is going local this week by making a sales blitz on its Belgian neighbour... [more](#)

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### Drive will target 28 Belgian clients in five days

Maastricht in the Netherlands is going local this week by launching a sales blitz on its Belgian neighbour. In the wake of the financial crisis, the city is sending 10 companies to see 28 potential clients in five days.

"The Netherlands is a good alternative to the far away destinations, which were popular before the financial crisis," argues Tamara Weide, sales manager meetings & incentives of the Maastricht Convention Bureau. "Everyone still has to be more careful and creative with their smaller budgets so naturally, Maastricht and the surrounding area becomes more and more attractive. Our partners see this as well, which is why no fewer than 10 of our partners are helping us to 'storm' the market in Belgium. We all are very proud of them!

"Although we are no longer having to cope with recession, it is still important to pay extra attention to the planners, so they will keep thinking about us," said Weide.

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