

WHEN MAASTRICHT RHYMES WITH QUALITY

Hoeg Brögk

IN MAASTRICHT WE BELIEVE A SUCCESSFUL CONFERENCE HAS TWO ESSENTIAL CRITICAL FACTORS: THE QUALITY OF ACCOMMODATION AND THE QUALITY OF THE DESTINATION. IN THIS OLDEST CITY OF THE NETHERLANDS, THESE TWO FACTORS ARE COMBINED PERFECTLY.

Maastricht is often described as an un-Dutch city, maybe because of the contemporary atmosphere of the historic centre, or the joie de vivre of the city's inhabitants, or its location in the green, hilly surroundings. Everyone agrees that the large variety of boutiques, the quality and richness of the cultural opportunities on offer, and the high level of gastronomy give the city an international flavour.

The city of Maastricht consists of 120,000 inhabitants, 5,000 of which are students, due to the large international Maastricht University, and the renowned academic hospital. It is known to be safe and compact. From the conference centre, delegates can easily walk back to their hotels. It has the best of both worlds: venues large enough to meet and a city centre small enough for you to bump into your colleagues and elaborate on the conference.

GREAT DIVERSITY

If you wish to organise a dinner or party during your congress, there is a great diversity of venues in Maastricht and surrounding area for these type of events, whether it be in natural caves, in a beautiful castle or in a 17th century fortress, all within 15 minutes from the conference centre.

The mayor of Maastricht offers a welcome reception for international conferences in the town hall of Maastricht, a historical building on the Market Square in the city centre. After the congress programme your delegates can enjoy a lovely drink or dinner downtown, where the gastronomic opportunities are endless. The city boasts 5 restaurants with one or more Michelin stars, and more than 400 bars and cafés.

The surrounding area is perfectly suitable for various social or partner programmes: cycling around, visiting caves in combination with a cruise on the river Maas, wine tasting, or simply enjoying the astonishing beauty of the town during a city tour. Partners from delegates of an international conference get a free city tour during the congress programme! In addition, their overnight stay in Maastricht is also for free at the time of the congress in one of the many types of hotels that the city and its surrounding area has to offer:

- 591 rooms in *** hotels
- 2476 rooms in **** hotels
- 313 rooms in ***** hotels

EASY ACCESS

Maastricht can be perfectly reached by train



from Brussels, Paris, London and several destinations in Germany. For international delegates who prefer to travel by airplane, the airports of Düsseldorf, Cologne and Brussels are only 1 hour away from our city. Professional transport companies can take care of your trip to and from the airport.



For more information, please contact the Maastricht Convention Bureau! It is a foundation of several companies and service organisations from the meetings industry of Maastricht and its surroundings. We offer, free of charge, independent, objective information and advice on all topics related to organising events in our region.

www.maastrichtconventionbureau.com



MECC MAASTRICHT

Where you take your event to another level

WITH A UNIQUE COMBINATION OF HIGH-QUALITY FACILITIES, EXCELLENT SERVICES AND A GREAT SETTING, MECC, THE MAASTRICHT EXHIBITION AND CONGRESS CENTRE, IS A DYNAMIC, MODERN SPECIALIST IN THE ORGANISATION OF CONFERENCES AND OTHER EVENTS. OUR VENUE OFFERS 30,000 M² OF EXHIBITION OR EVENT SPACE, A CONGRESS CENTRE WITH TWO AUDITORIUMS AND MEETING ROOMS FOR BETWEEN 10 AND 1650 PEOPLE. DESPITE ITS SIZE, THE BUILDING IS INTIMATE AND EXTREMELY FLEXIBLE. WHETHER YOU ARE HOLDING AN EVENT FOR 50 GUESTS OR 5,000, MECC MAASTRICHT IS THE PLACE TO BE.

UNIQUELY CHARMING

MECC Maastricht is the ideal meeting place at the heart of Europe. With a history stretching back some 2000 years, the Romans, Spaniards, French and Germans have all left their mark in Maastricht. The result is a cultural melting pot with its own uniquely exuberant personality - a place where everyone will feel at home.

Today's Maastricht is a city of culture, learning and business. And one of the three leading conference venues in the Netherlands. Sometimes referred to as 'Europe's second home', event organisers value Maastricht for an intimacy which is often lacking in larger meeting destinations. Famous as the birthplace of the euro, our city is also home to many international institu-

tions and European multinationals. Their presence is another of MECC Maastricht's attractions as a venue for international business meetings.

WE MEET YOUR DEMANDS, YOU MEET YOUR TARGETS

A varied social programme is the perfect complement to your business meeting. Maastricht has plenty to offer, from traditional city tours to golfing or wine-tasting. To arrange

MECC, the Maastricht Exhibition and Congress Centre, is a dynamic, modern specialist in the organisation of conferences and other events

transport, book a hotel room, make a restaurant reservation or even organise an event, simply contact Maastricht Booking Service, a division of MECC Maastricht. With its years of support services for congresses, they know the city and region better than anyone.





FIBREGLASS CONNECTION MAKES EUROPEAN VASCULAR COURSE UNIQUE

Strategic collaboration between Maastricht UMC+ and MECC Maastricht

For all your culinary needs, MECC Maastricht has its own catering service. MECC@table is our in-house restaurant and the MecCafé is the place to relax with a drink. We can also assist you with services ranging from multimedia technology and décor to security and cleaning. And much more. In fact, everything you need for a successful event.

MECC MAASTRICHT: IDEALLY ACCESSIBLE

Maastricht lies in the so-called euregio, at the heart of Europe, close to where the Netherlands, Belgium and Germany meet, making MECC Maastricht easy to reach from anywhere. We have excellent rail links with all major European cities. With the completion of the new high-speed line, Brussels is now less than 75 minutes away. Moreover, the trains stop right in front of the congress centre. Maastricht is a key hub on the European highway network, too, with the congress centre practically on the motorway. And you can park right outside the main entrance, and the city centre is just a stone's throw away. MECC Maastricht is close to numerous international airports, all less than an hour away.

CONTACT

MECC Maastricht
Forum 100 - NL - 622 9 GV Maastricht
P.O. Box 1630 - NL - 6201 BP Maastricht
Tel. 0031 (0)43 38 38 356
Fax 0031 (0)43 38 38 450
info@mecc.nl
www.mecc.nl
www.tastemaastricht.eu

A unique fibreglass connection between the operating rooms of Maastricht UMC+ - Maastricht University Medical Centre - and MECC Maastricht is the next important step in a strategic collaboration between the two organisations. The aim is to increase Maastricht's reputation as a centrally located city with optimal facilities for organising and facilitating medical conferences.

It was the first time that the European Vascular Course (EVC) successfully used the fibreglass connection during its first edition in the MECC in Maastricht which took place from Thursday 26 February until Saturday 28 February. Over a thousand cardiac and vascular surgeons, cardiologists and specialist nurses from across the world exchanged experiences over the course of three days and watched no less than 21 unique operations broadcast live from the operating rooms of the Maastricht UMC+ to the MECC.

The European Vascular Course is a cutting-edge post-academic training programme in which the latest techniques and medical products are discussed, displayed and utilised. Philips even built a complete operating room: the innovative 'Hybrid Operating Room'. All these ingredients made EVC the largest cardiovascular medicine 'course' in Europe.

The fact that the EVC took place in Maastricht for the first time was a result of the joint effort of Maastricht UMC+ and



the province of Limburg. The organiser and driving force behind EVC is professor Michael Jacobs, vascular surgeon and director of the Heart and Vascular Centre of Maastricht UMC+.

'This conference is respected worldwide because it is not a 'fancy circus', but a demanding and innovative post-academic programme', explains Jacobs. 'Leading speakers from across the world give lectures, workshops and demonstrations. This year was the first time that we showed live operations. This way, specialists could see the latest techniques such as hybrid operations or the insertion of a heart valve through the groin. The conference is a good way of demonstrating the unique multi-disciplinary work method of the Maastricht Heart and Vascular Centre across the world.'

