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The fifteenth edition of MITM Euromed, Meetings and Incentive Travel Market took place in the seaside port of Vigo at the new "Mar de Vigo Congress center". The just founded Vigo Convention Bureau invited MITM to hold this years event in Mar de Vigo with the purpose to attract international MICE events to the city. The invitation sent to European and North American MICE buyers to participate in MITM attracted numerous and important users and buyers of incentive travel, conferences and congresses from all over the world.

To Vigo's MITM have come congresses, conferences events and incentive travel organizers from 19 countries: Austria, Belgium, Bulgaria, Denmark, Egypt, France, Germany, Hungary, Italy, Lithuania, Mexico, Netherlands, Poland, Russia, Slovakia, Spain, Sweden, Switzerland and USA.

MITM received over 300 requests from MICE organizers to participate in MITM in Vigo, so a good number of them were not able to come because of MITM's format, which limits the space.




MITM events have been previously celebrated in Vigo, back in 1998 as well as in Lisbon, Marrakesh, Marbella, Tunisia, Nice, Prague, Cologne and Lloret de Mar.

Vigo attracted to MITM exhibiting companies from 14 countries: Andorra, Belgium, Croatia, Germany, Iceland, Italy, Jordan, Morocco, Netherlands, Poland, Portugal, Russia, Spain and Sweden. In total the fair had over 200 participants. This is a plus of 20 %.

MITM has programmed more than 2.000 meetings between exhibitors and buyers, which are estimated to generate a business to Vigo of near 8 Million Euros in hotel stays, restaurants, excursions, shoppings, etc. in future incentives, congresses, conferences and events groups in a five year period.



Impressions from Vigo and MITM you can see under: "Gallery".

Print well-formated: 

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