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MITM Euromed First Show to be Held at New Vigo Congress Centre

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The 15th edition of MITM Euromed, Meetings and Incentive Travel Market, held from 27-29 April, has been the first event to be hosted by the new Mar de Vigo congress centre in Vigo, Spain.

The recently established Vigo Convention Bureau requested MITM to hold its 15th edition at Mar de Vigo, with the purpose of showcasing the city as a national and international congress and event destination.

The invitation sent by MITM to European and North American congress and event organizers attracted a large number of the key players in the MICE industry. Over 200 events organizers and exhibitors from a total of 22 countries attended the show.

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MITM programmed more than 2,000 one-to-one appointments between exhibitors and buyers, which are estimated to have generated EUR 27 million

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worth of business for the exhibitors in future incentives, congresses and events groups in the forthcoming years.

MITM was sponsored by the City of Vigo and its Convention Bureau, which also offered hosted buyers an interesting choice of post-show fam trips to Vigo, its surroundings and Northern Portugal.

For more information, please contact Charo Trabado at gsar@gsamark.com or on +34 915 414 308.

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