

**SUMMARY OF THE XIII EDITION OF
MITM EUROMED IN OVIEDO, SPAIN.
SEPTEMBER 28th & 29th, 2009**



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1. PARTICIPANTS EVALUATION

MITM EUROMED 2009, held in Oviedo, Spain, was visited by an 84% of European buyers, 10,9% of American buyers and a 5,1% of Asian hosted buyers specialized in meetings, incentives, congresses, conventions and events from the following countries: Austria, Belgium, Bulgaria, Canada, Denmark, France, Germany, Hungary, India, Ireland, Italy, Netherlands, Poland, Romania, Russia, Slovakia, Spain, Sweden, Ukraine, United Kingdom and USA.

There were a total of 70 exhibitors from 13 countries: Croatia, Egypt, Finland, Ireland, Italy, Jordan, Malta, Morocco, Poland, Portugal, Slovenia, Spain, and United Arab Emirates.

During MITM Euromed, a total of 2.040 one-to-one meetings between exhibitors and hosted buyers were completed.

The overall business to be obtained due to those meetings has been estimated in 126 million euros.

EVALUATION OF MITM 2009 IN OVIEDO BY THE EXHIBITORS

Traditionally, MITM Euromed, *Meetings and Incentive Travel Market*, asks exhibitors and buyers present in MITM to evaluate the travel trade show after its completion. This year's post evaluation of the 13th edition in Oviedo, Spain, requested from **MITM exhibitors** gave the following results:

	POOR	FAIR	GOOD	EXCELLENT
Trade Fair Format		9%	54%	37%
Trade Fair Organization		5%	59%	36%
Quality of Buyers	1%	8%	61%	30%
Business Opportunities	4%	7%	64%	25%
Overall Rating		7%	61%	32%

Asking if they would exhibit in MITM next year, the exhibitors said: 84%, yes; 13%, didn't know yet; and 3%, no.

There were only 5 no-shows and a total of 209 extra non-scheduled meetings were done.

EVALUATION OF MITM 2009 IN OVIEDO BY THE HOSTED BUYERS

Asked to rate MITM "VENUE" by the **MICE hosted buyers'** answers were:

ABOUT THE VENUE	POOR	FAIR	GOOD	EXCELLENT
Hotel Rating			49%	51%
Social Functions		13%	33%	54%
Logistics		13%	40%	47%
Overall Rating			42%	58%

Asked to rate "MITM" by the **MICE hosted buyers'** answers were:

ABOUT MITM	POOR	FAIR	GOOD	EXCELLENT
Trade Fair Format			49%	51%
Trade Fair Organization		5%	29%	66%
Business Opportunities		5%	35%	60%
Overall Rating			42%	58%

Asked if they would attend, if invited, MITM next year, the reply was: 96% yes and 4% did not know at this time.

2. TESTIMONIALS

EXHIBITORS' COMMENTS

- My sincere congratulations because everything was perfectly organized.

SOTUR SA, Spain

- In general the event was a positive experience.

Rovaniemi Congresses, Finland

- Good organization. Sharing the lunch and dinner with the buyers was also a good opportunity to make more contacts.

A+DMC, Malta

- It has been a good workshop.

Dom Pedro Hotels, Portugal

- The fair organization was good. I believe that Asturias has a lot to offer and a lot of very professional work here. There was a high level of quality potential clients and the organization in general was very good. I would like to participate next time as well. I liked this event in general and I think we will participate again

Eurostars, Spain

- It was quite interesting.

Hoteles Center, Spain

- I think it is really and important fair for new business opportunities.

Maistra, Croatia

- We think the fair was quite positive to meet new emerging markets that, without these kinds of workshops, it would be very difficult to meet. We ended up happy. Congratulations for this edition. Next year we will try to repeat.

Hotel AR Diamante Beach, Spain

- We have attended Euromed for the second time and the appreciation is positive. That is why we would thank you to keep us informed on the venue where it will be hold next year.

Hotel Puente Romano, Spain

HOSTED BUYERS' COMMENTS ON THE VENUE AND ON MITM

ON THE VENUE:

- Good.

Carnation Travel Services, India

- Very good.

Travel Relation.com, India

- Great.

Aone Holidays, India

- Very good!.

Ater, Italy

- Everything was good. We have only good impressions.

Setra Lubricants LLC, Russia

- Perfect.

Elle K Associates Inc., USA

- Beautiful hotel!.

Abako, France

- The pre-tour was nice.

Atlantic Tour, Romania

- Perfect, very "open", fresh air, clean.

Creative Events & Incentives, Netherlands

- Very interesting.

L'International The Business Club, France

- Excellent meals, good local guides, clean city.

Vista Travel, Hungary

- Excellent!.

Wallgruppen AB, Sweden

- Really nice.

Euromicro Conferences, Germany

- Professional.

Travel Agency Janus, Poland

- Excellent. Very good choice of Oviedo.

DEFI International, France

- Oviedo is an excellent city with a lot to show to foreigners.

Fairs and Congress Reservations Ltd, Bulgaria

- Nice location.

ICPAFR, Italy

- Good venue.

IBE/ILAE Congress Secretariat, Ireland

- Interesting.

TCOMT, France

- Good choice.

Adventureland Travel & Tours, USA

- Asturias is a great place.

Occident Orient Connection, Germany

- Calm and nice, perfect choice.

MSE Tours, Hungary

- Good and professional level.

Ideatur, Spain

- Great possibilities.

Química Farmacéutica Bayer SL, Spain

- Nice place as venue.

Supertour Lufthansa City Center, Poland

- Excellent quality, very professional, super friendly people.

TUI CP Poland Lodz, Poland

- Really good and nice.

F-L-Y Tour & Congress, Italy

- The venue including the assigned hotel were outstanding in every aspect.

The Maxxus Group, USA

ON MITM:

- That was a really good meeting. Many thanks to all the staff.

TUI CP Poland Lodz, Poland

- Let me compliment you for the great event and the perfect arrangements.

Travel Relation, India

- Many thanks for your perfectly organized event in Oviedo. It was really great and a lot of very interesting information.

Korrak Travel, Austria

- Thank you for all your work.

TMC Tourism Marketing Consulting, Austria

- Thank you very much for your welcome and efficient organization.

DEFI International, France

- Thank you very much for your organization for MITM Oviedo. It was my first time in the event and I was very satisfied.

Vista Travel Center, Hungary

- Very nice organization, good buyers chosen. Excellent exhibitors, good professional level of presenting services.

Supertour Lufthansa City Center, Poland

- Excellent.

Carnation Travel Services, India

- Excellent.

Travel Relation.com, India

- Very good.

Aone Holidays, India

- Very good!.

Ater, Italy

- As usual MITM was very well organized. I would like to thank all the organizers for this.

Setra Lubricants LLC, Russia

- As always, wonderful location, venue and people.

Elle K Associates Inc., USA

- Good organization. Good choice of suppliers. The pre-tour was very interesting.

Abako, France

- Good impressions about exhibitors.

Atlantic Tour, Romania

- Very well organized! Thanks a lot.

Kintetsu Intl. Express, Netherlands

- Well-organized, also the pre-tour of Asturias.
Creative Events & Incentives, Netherlands
- Very professional.
L'International The Business Club, France
- My first experience. I am satisfied.
Vista Travel, Hungary
- Good!.
Wallgruppen AB, Sweden
- OK.
Korrrak Travel, Austria
- Go on with this format.
Euromicro Conferences, Germany
- Professional.
Travel Agency Janus, Poland
- Good contacts.
DEFI International, France
- Event and organization were excellent.
Fairs and Congress Reservations Ltd., Bulgaria
- Nicely organized.
ICPAFR, Italy
- Good organization, very good team, good level on information before the show (that is important), very good contact (professional, helpful and nice).
TCOMT, France
- Efficient arrangements.
MSE Tours, Hungary
- Good and high professional level.
Ideatur, Spain
- Very well organized.
Scirocco Tours, Italy
- Excellent organization.
Química Farmacéutica Bayer SL, Spain
- Very good organization, professional service and fantastic staff.
TUI CP Poland Lodz, Poland
- This was my first MITM event as a buyer. I found the organization and the format very user-friendly and the staff very helpful.
The Maxxus Group, USA

3. PROGRAM

Sept. 25th, 26th, 27th & 28th

Pre-MITM Tours for buyers and press.

Monday, Sept. 28th

- | | |
|-----------------------------|--|
| 10:00 am to 10:00 pm | Transfers from Asturias airport to official hotels in Oviedo. MITM registration at arrival. Only for buyers and press. |
| 1:00 pm to 6:00 pm | Exhibitors registration and stand decoration at Principe Felipe Congress Center. |
| 3:00 pm to 6:00 pm | Guided city tour: Historical downtown, pre-Romanesque monuments and building works of the new Congress and Exhibition Palace (pre-registration required). Only for buyers and press. |
| 8:00 pm / 8:15 pm | Transfers from official hotels to Welcome Reception. |
| 8:30 pm | Welcome reception sponsored by the Oviedo City Hall in Plaza Trascorrales, catering by Deloya restaurant, one of the maximum exponents of new cuisine in Oviedo. |
| 10:00 pm | Transfers back to official hotels. |

Tuesday, Sept. 29th

- | | |
|------------------------------|---|
| 7:30 am / 7:45 am | Transfers from official hotels to the Principe Felipe Congress Center. |
| 8:00 am to 9:00 am | Participants registration and stands decoration at the Principe Felipe Congress Center. |
| 9:00 am to 12:35 pm | Morning business session. Up to 13 pre-scheduled 15 minutes long meetings. |
| 10:30 am to 10:50 am | Coffee break by Canela en Rama, a catering company defined by its good products and its vanguardist touch. 20 min. of free networking between buyers and exhibitors. |
| 11:00 am to 11:30 am | Press conference for invited international press. |
| 12:35 pm to 2:00 pm | Lunch for all participants at the auditorium's restaurant by Malena Catering, a company with more than 10 years experience. |
| 2:00 pm to 4:05 pm | Afternoon business session. Up to 7 pre-scheduled 15 minutes long meetings between exhibitors and buyers. |
| 3:00 pm to 3:20 pm | Coffee break by Canela en Rama. 20 min. of free networking between exhibitors and buyers. |
| 4:05 pm to 5:00 pm | Free time for buyers to visit the stands. |
| 5:00 pm to 5:30 pm | Stands decoration removal. |
| 5:00 pm to 5:30 pm | Vouchers for air transportation refund will be delivered at the registration desk to hosted buyers. |
| 5:00 pm & 5:30 pm | Transfers to official hotels. |
| 7:30 pm | Transfers from official hotels to Closing Dinner. |
| 8:30 pm to 11:00 pm | Closing dinner at De Labra Restaurant, located in Oviedo's city limit, in a property with a historical wall and century trees that the first owner brought from America. Among its specialties it is live Japanese style in "tepanyaki", without forgetting Asturian and Spanish cuisine. |
| 11:00 pm | Transfer back to official hotels. |

Wednesday, Sept. 30th

Transfers to airport for hosted buyers and press.

The welcome reception, lunch, coffee breaks and dinner are sponsored by the Oviedo Convention Bureau and Club de Empresas "Oviedo Congressos".

4. PRE TOURS

1 – PRE TOUR OF “OVIEDO, SPAIN” (Offered by Oviedo Convention Bureau)

4 days/3 nights

Free of cost. € 50,00* of handling fee.

DAY 1. September 25th: OVIEDO.

- Arrival to Asturias and transfer to the hotel.
- Lodging in Hotel Husa Santo Domingo or Silken Monumental Naranco in Oviedo.
- Dinner at La Corrada del Obispo in Oviedo’s old downtown.

MENU:

Entrees to share:

Spider crab cake from the Cantabrian Sea.

Iberian cured ham and salted codfish Croquettes.

Prawn and devil fish salad.

Main dish to choose:

Hake back with boletus and seaweed.

Halibut with red prawns fricasee.

Veal in soy sauce.

Beef sirloin.

Dessert: own elaborated supply.

Young Rioja red wine or Rueda white wines.

Mineral water and coffee.

DAY 2. September 26th: OVIEDO

- Breakfast at the hotel.
- Departure for a visit of Oviedo with a tourist guide. We’ll see Asturian Pre-Romanesque monuments and we’ll walk through historic downtown with “tapas” tasting at “La Gran Taberna”.
- Lunch at “Horreo de Latores Llagar”, a cider cellar, typical Asturias restaurant.

MENU:

Cantabric salad or devil fish cream.

Asturian fabada (large beans with meat stew).

Rice with milk and “casadiellas”.

Young red wine, Penedes white wine.

Coffee and cordials.

- After lunch, departure to the Municipal Equine Center “El Asturcon”, where the activity “Art Marketing” from the company Neozink will take place. Those who want, can take a visit of the place and have a horse ride.

- Return to the hotel.

- Depart from the hotel for dinner at “Castillo del Bosque de la Zoreda”, in Manjoya.

MENU:

Lobster cream.

Grilled prawns with boletus raviolis.

Candied sucking pig taco.

Creamy chocolate biscuit.

Young red wine, Rueda white wine.

Colombian coffee and cordials.

DAY 3. September 27th: OVIEDO – CANGAS DE ONIS – COVADONGA LAKES

- Breakfast at the hotel.
- Departure by bus to visit Cangas de Onis, where the first capital of the Asturian Kingdom was established (up to the year 774).
- Departure to Covadonga Lakes, at 1.100 m (3.300 feet) of altitude, stopping at Enol lake, where we will make an easy hiking route to Ercina Lake and passing a watchtower, where both glacial lakes can be admired, as well as astonishing views of the high mountain and its surroundings.

- The excursion continues towards Buferrera Mines, old iron mines in open sky, forming a unique landscape, because of the action of man in the limestone rock.
- Visit to the "Real Sitio de Covadonga", where the Lady of Covadonga Shrine was built in the IX century to commemorate the victory over the Arabs in the VII century. The Visigoth King Pelayo lays there.
- Espicha lunch at Vega Redonda Cider Cellar in Cangas de Onis. After lunch, walk through Cangas de Onis, the capital of the Picos de Europa, Spain's oldest national park, and return to Oviedo.
- Pick up from hotels to depart for dinner by bus.
- Dinner at "Palacio de Villabona" in Llanera (neighbour municipality).
MENU:
Duck cured ham salad with French sauce.
Spider crab cream from the Cantabric Sea.
Lamb stewpan with potatoes.
Elaborated dessert.
Wines, waters, coffees and cordials.

DAY 4. September 28th: OVIEDO - CUDILLERO

- Breakfast at the hotel.
- Departure to Cudillero, a picturesque town of fishermen, built in the slope of the mounts surrounding the town and its own port forming an amphitheatre.
- Return to Oviedo to visit to Las Caldas Golf Course.
- Meal at Las Caldas Spa, complex of historical and monumental buildings.
MENU:
Smoked salmon salad with salmon caviar.
Duck confit with citric sauce and fig puree.
Chocolate texture.
Wines, waters, coffees.
- After meal, thermal circuit in the spa.
- Return to hotel in Oviedo.
- MITM welcome reception in Trascorrales plaza, sponsored by Oviedo's City Hall.

The tour does not include personal expenses.

***Non refundable, if cancelled**

2 – PRE TOUR OF “COSTA DAURADA, SPAIN” (Offered by Costa Daurada Convention Bureau)

4 days/3 nights

Free of cost. € 50,00* of handling fee.

DAY 1. September 25th: LA PINEDA, TARRAGONA.

- Arrival to Costa Daurada. Airport of Barcelona.
- Transfer to Gran Palas Hotel*****
- Dinner in the hotel.

DAY 2. September 26th: PORT AVENTURA - REUS

- Breakfast.
- Departure from the hotel.
- Arrival to Port Aventura Resort. Visit of the facilities.
- Visit of La Boella Conventions Resort.
- Lunch in the Restaurant of La Boella.
- Departure for the tour of the Modernist Route in Reus, a city closely associated with Gaudí, is the Modernist (art nouveau) city par excellence on the Costa Daurada. With an important historical legacy and intense commercial activity, it is a veritable Modernist stage. Along with Pere Caselles, Lluís Domènech I Montaner was the architect who left the strongest Modernist imprint on Reus. The Modernist Route in Reus also includes works by Joan Rubió I Bellver, Pere Domènech I Roura, José Lubietas and Francesc Borràs. The city of Reus, with a total of 24 Modernist buildings, is part of the European Art Nouveau Network, a project encompassing 14 cities in 12 countries. Reus also offers its visitors a tour called “The Reus of Gaudí” which is linked to Gaudí’s life in the town. It should be noted that Gaudí, the great genius, was born on the Costa Daurada, and it was in the Tarragona province where he spent his formative years before going to Barcelona to live.
- Visit of the hotel Mas Passamaner.
- Arrival to the hotel and check in.
- Dinner in the hotel.

DAY 3. September 27th: PRIORAT – TARRAGONA - SALOU

- Breakfast in the hotel.
- Departure to Priorat.
- Visit of the Scala dei Monastery.
- Tour of the vineyards and wineries. Wine tasting.
The Costa Daurada is a land with an important wine producing tradition. There are six protected denominations of origin for wine, spanning five counties in the Tarragona province, all of which attest to the outstanding quality of this product.

The land of the Priorat is a swarm of mountains, mountains of bronze color, of bronze and gold and silver, some have a blue summit, some others a purple crest, and all of them, spots of green where the vines live in peace.
- Lunch in Tarragona.
- Visit of Tarragona. Tarragona, the capital of the Costa Daurada, received the UNESCO designation as a World Heritage Site in November 2000. Five years after submitting its first candidacy, the city was awarded with UNESCO recognition after backing by an intense citizen- and institution-driven campaign. During the Roman era, Tarraco was the capital of Nearer Spain (Hispania Citerior), and nowadays Tarragona is the second most important city in the world in terms of its Roman ruins. A total of thirteen monuments make up the Roman ruins that were declared a World Heritage Site. In Tarragona, the World Heritage Site includes the Praetorium, the Scipios’ tower, the Roman theatre, the amphitheatre, the “Les Ferreres” Aqueduct (also known as the Devil’s Bridge), the walls, the circus, the palaeo-Christian necropolis, the museum and the municipal forum; in Altafulla it includes the Roman village of Els Munts; in Constantí, the Roman mausoleum; and in Barà, the Roman arch.

- Return to the Hotel.
- Departure to Restaurant in Salou.
- Dinner in Salou at Restaurant Les Barques.

DAY 4. September 28th: TARRAGONA

- Breakfast in the hotel.
- Visit of the hotel.
- Time to enjoy the spa facilities.
- Lunch at the hotel.
- Departure to the airport.
- Arrival to Oviedo and transfer to MITM's welcome reception.

The tour does not include personal expenses.

***Non refundable, if cancelled.**

3 – PRE TOUR “GASTRONOMY AND WELLNESS THROUGH THE CITIES OF ASTURIAS” (Offered by “Sociedad Regional de Turismo de Asturias”)

4 days/3 nights

Free of cost. € 50,00* of handling fee.

DAY 1. September 25th: CUDILLERO – CORVERA - AVILES

- Arrival of the first group (the other people arriving throughout the morning will have a transfer service waiting to take them to meet up with the group).
- Transfer to **Cudillero**.
- Visit to the fishing village of Cudillero.
- Lunch at the La Parra restaurant in Cudillero.
- Transfer to **Corvera**.
- Check in at the Hotel Zen Los Balagares and free time to rest and use the spa facilities.
- Transfer to **Aviles**.
- Visit to the Aviles Old Town and an aperitif in the Aviles cider house area (typical bars where visitors can try cider, the region’s emblematic beverage, made from apples).
- Dinner at the Casa Tataguyo restaurant, a member of the select group of restaurants belonging to the “Club de Calidad Mesas” de Asturias.
- Return to the Zen los Balagares hotel.

DAY 2. September 26th: GIJON

- Breakfast and check out.
- Departure to **Gijon**.
- Arrival at Gijon harbour and participants will undertake one of these two optional activities:
 - a) A boat trip around Gijon Bay.
 - b) An introductory course in surfing on San Lorenzo Beach (if choosing this activity, participants must take a small case with a swimsuit and footwear; after the activity, shower facilities will be available from the company supplying the service). (** If the weather conditions are bad and these activities can not be done, we will bring forward the technical visit to Talasoponiente Spa, to also enjoy a spa session).
- Technical visit of Talasoponiente Wellness & Spa facilities.
- Visit to Gijon’s historic fishing quarter and Old Town.
- Lunch in El Puerto Restaurant in Gijon.
- Transfer and visit to the Laboral Ciudad de la Cultura.
- Transfer and visit to the Gijon Atlantic Botanical Garden.
- Transfer to the Hotel Palacio de Lloreá.
- Check in at the Hotel Palacio de La Lloreá.
- Transfer to Gijon.
- Arrival at the Tierra Astur Poniente cider house and typical “espicha” dinner (a dinner based on different Asturian dishes served to share in the centre of the table and accompanied by cider, the region’s emblematic beverage made from apples).
- Transfer to hotel.

DAY 3. September 27th: OVIEDO

- Breakfast and check out.
- Transfer to **Oviedo**.
- Arrival in Oviedo to go sightseeing and to do the “Woody Allen” route: Cathedral, Old Town and Fontan Traditional Market.
- Transfer to the Naranco mountain and panoramic tour of the Pre-Romanesque Churches of Santa M^a del Naranco and San Miguel de Lillo.
- Transfer to the 5-star Hotel Castillo del Bosque de la Zoreda.
- Tour of the hotel facilities and aperitif in the garden.
- Lunch in the Castillo del Bosque de la Zoreda restaurant.
- Bicycle trip (optional, approx. 80 min. on a simple downward route) or departure to

transfer to Las Caldas.

- Check-in at the Hotel Balneario de Las Caldas (Las Caldas Spa Hotel).
- Free time to do the spa circuit.
- Technical tour of the hotel facilities.
- Dinner at the Balneario de la Las Caldas Restaurant.
- Accommodation at the Las Caldas Spa Hotel in Oviedo.

DAY 4. September 28th: OVIEDO

- Breakfast and check out.
- Visit to the Las Caldas golf course and introductory course.
- Transfer to Oviedo and check in at the hotel arranged by the MITM organization.
- Free time and end of tour.

The tour does not include personal expenses.

***Non refundable, if cancelled.**