

Press Release

MBM Tourism Prague 2022

Successful international event of the Enterprise Europe Network



In March 2022, the Enterprise Europe Network (EEN) at the Centre for Regional Development of the Czech Republic organized the **international b2b meetings for companies in tourism sector MBM TOURISM PRAGUE 2022**. This third edition of the project followed the successful first edition organised in February 2020 (which took place just before the pandemic) and the 2021 autumn's on-line issue. Due to the fact, that the covid-situation was very unpredictable, in 2022, the organizers chose **the hybrid form of the project: the first day, March 17th, was only for on-line meetings, the face-to-face meetings took place the next day, March 18th**. The event was a part of the tourism fair: **Holiday World & Region World**, which took place in the PVA Prague Letňany exhibition ground. The cooperation with ABF a.s., which organizes both fairs, was great again, meaning the preparatory phase and the phase right on the spot at the exhibition centre as well.



The combined form of the meetings brought benefits for all participants: should they wanted to, they could have joined on-line; those that preferred personal meetings, chose to visit the fair and made their appointments in person.

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In total 18 members of the EEN were involved in this project: they promoted it outside Czechia and thus emphasized the international aspect of the event. A total of 100 companies from 23 countries were registered - and almost 80 of them found a partner to meet.

Except from the numerous representants of the Czech and Slovak tourism sector, some typical summer destinations such as Greece, Portugal and Hungary were presented as well. The participants had planned more than 160 meetings, of that over 120 took place, which is 40 more than last year. This proves the active approach of the registered companies and the increased interest in gaining new business contacts in tourism.

The event was attended by representants of the travel agencies who were looking for new partners, especially for active and attractive holidays. This is in the line with current trends in tourism. Representatives of **hotels, spas and wellness resorts, but also IT companies**, who create applications to help digitalize tourism, also participated in.

A one surprising point from the event is to be mentioned: on Friday, some exhibitors who were not originally registered also joined the project directly at the exhibition area. B2b meetings and the opportunity to meet new partners were so attractive for them that they preferred all-day participation before staying at the stands.

Some participants took part in international b2b meeting for the first time. They also appreciated **the benefits which the b2b meetings (organized by the EEN) brought them**: minimal financial costs, free registration, the opportunity to hold up to 10 meetings with partners of their choice, all within fairs of their interest.

The third edition of the MBM Tourism Prague was a success. The survey conducted immediately after the on-site meetings at the fair shows the positive effects: the vast majority of meetings was rated as very promising in terms of establishing future cooperation and even 19 meetings were rated as „cooperation already agreed“.

A few quotes from the participants feedback: *„Perfect organization“*, *„The time for b2b meeting was intensively condensed, which is very pleasant from the point of view of a sales representative“*, *„Pleasant, interesting, useful project. Beneficial negotiations. It was great, I am looking forward to the next year“*.



Please find more information about the just finished MBM TOURISM PRAGUE 2022 and the list of registered companies on the project website: <https://mbm-tourism-prague-2022.b2match.io/>.

The international business meeting organized by the EEN at the Centre for Regional Development of the Czech Republic can be found at www.crr.cz/een.