

XIV MITM EUROMED was held in Lloret de Mar, Spain

The fourteenth edition of MITM Euromed, Meetings and Incentive Travel Market, took place in Lloret de Mar derived from the desire of this resort destination in attracting to Lloret de Mar the maximum business possible from congresses, conferences, and incentive travel groups.

To MITM in Lloret de Mar have come congresses, conferences, events and incentive travel organizers from 22 countries. MITM received more than 200 requests from congresses and events organizers to participate in MITM in Lloret – so a good number of them were not able to come to Lloret de Mar, because of the trade show's format, which limits the number of participants -. In total, MITM had 250 participants.

The MITM events have been previously celebrated in Seville, Salerno, Genoa, Vigo, Lisbon, Marrakech, Marbella, Tunisia, Nice, Prague and Cologne. Well, Lloret de Mar has been attractive enough to attract to MITM exhibiting companies from 10 countries: Albania, Andorra, Croatia, Finland, Jordan, Malta, Poland, Spain, Sweden and Switzerland.

At MITM more than 2,000 meetings between exhibitors and buyers were completed, which are estimated to generate a business to Lloret of near 10 million euros in stays, restaurants, excursions, shopping, etc. in future incentives, congresses, conferences and events groups.

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