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## Europe Congress to Host Innovative Associations Event in Riga

**RIGA, Latvia, 9-11 March 2025**— The premier event for association event planners is heading to Riga, Latvia from 9-11 March 2025. Events Club Associations Forum, a three-day event packed with one-on-one meetings, exceptional networking activities, and destination awareness, is a chance for event planners from major associations to meet with MICE suppliers across Europe.

2025 marks Europe Congress' third Events Club Associations Forum; after last year's successful forum in Valencia, ECAF Riga promises to be a standout event. Events Club Associations Forum will be hosted at the Radisson Blu Latvija Conference & Spa Hotel, a sophisticated conference venue and five-star spa in Riga's city center.

"We're thrilled to host the Events Club Associations Forum at the Radisson Blu Latvija Conference & Spa Hotel," said Jānis Priede, Radisson Blu Latvija Conference & Spa Hotel's Director of Sales and Marketing. "This event significantly benefits the MICE industry in Riga; we love that such events contribute to Riga's economy by drawing international visitors, promoting local businesses, and reinforcing the city's status as a key player in the global MICE industry."

Riga's recognition as a MICE destination has grown significantly in recent years, and the city has proven to be a fantastic choice for large-scale events. In addition to a schedule of B2B meetings and networking activities, Events Club Associations Forum provides opportunities for destination awareness, including city tours, exposure to local cultural activities, and an exclusive FAM trip.

"Hosting Events Club Associations Forum in Riga represents a pivotal moment in establishing the city as the New Nordic destination for international associations' business events," said Aigars Smiltāns, Head of Tourism Development for Meet Riga. "Delegates will have a unique opportunity to explore the city, familiarise themselves with local service providers, and experience the advantages of Riga as a brand-new destination."

Riga's rich cultural heritage, proximity to nature, and experience hosting international events makes it an ideal MICE location. Participants will have a chance to experience all of this and more through unique networking opportunities and a focus on local culture.

To learn more about Events Club Associations Forum and the rest of the 2025 event calendar, contact Europe Congress at [info@europecongress.com](mailto:info@europecongress.com) or visit [www.europecongress.com](http://www.europecongress.com)

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