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## Europe Congress to Host Dynamic MICE Event in London

**LONDON, The United Kingdom 6-8 April 2025**— Europe Congress will begin April 2025 in London with MCE North & West Europe. This exclusive B2B event is an exciting opportunity for event planners from Europe and beyond to meet with MICE suppliers in North and West Europe to build new partnerships, gain awareness of new destinations, and plan upcoming business in the region.

For 2.5 days, about 250 MICE industry professionals will gather in the United Kingdom's capital city for one-on-one match-made meetings, city experiences, and networking dinners. One of the world's most visited cities, London offers over 1,000 MICE venues, making it an ideal location for MCE North & West Europe.

In addition to having the opportunity to visit some of these venues, attendees will explore London through tours of ABBA Voyage, Moco Museum, the London Zoo, Somerset House, a silent disco walking tour, a bike tour with Tally Ho Experiences, and an escape tour, all designed to promote refreshing, unique networking opportunities and a one-of-a-kind chance to experience London.

"We are delighted to host for the first time, this year, MCE North & West Europe," said Barbara Jamison, Head of Europe for London Convention Bureau, London & Partners, "and welcome over 250 buyers and suppliers from Europe and beyond to the city for an excellent few days of meetings, networking, and industry engagement."

The event is hosted at Mercure London Earls Court, a highly versatile hotel bordering the Kensington and Chelsea districts with easy access to public transportation and the city's main sights. With spacious meeting rooms and newly renovated facilities, Mercure London Earls Court is an ideal setting for Europe Congress' event. Eton College, home of legendary alumni, and Church House, a Westminster historic building that has been converted into a one-of-a-kind event space, will be the hosts of unique networking dinners during the event.

"We're are delighted to be hosting the MCE North & West Europe in partnership with Europe Congress here at the newly refurbished Mercure London Earls Court in April," said David Hayden, General Manager at Accor Hotels. "The event helps to promote and highlight not only our new property but what West London and indeed London in general has to offer as a fantastic venue for Meetings, Congress and Events. We look forward to welcoming all attendees in early April."

MCE North & West Europe will take place from 6-8 April 2025. Registration is still open for this productive networking event; for more information or to inquire about participating, contact Europe Congress at [info@europecongress.com](mailto:info@europecongress.com) or visit [www.europecongress.com](http://www.europecongress.com)

### Media Contact:

Parker Shatkin

+420 296 249 109

[media@europecongress.com](mailto:media@europecongress.com)