

Wednesday, 12 March 2025

Events Club Associations Forum Brings MICE Attention to Riga

RIGA, Latvia, 9-11 March 2025— Europe Congress' third annual Events Club Associations Forum successfully concluded after three days in Riga, Latvia. The forum, attended by over 150 event planners and service providers, is a chance for association event planners to meet with suppliers across Europe and beyond to build new partnerships for large-scale MICE events.

Europe Congress introduced the first Events Club Associations Forum in 2023, and since then the yearly event has drawn association event planners and suppliers from multiple continents to cities throughout Europe for B2B meetings, networking, and destination discovery. This year's event, hosted at the Radisson Blu Latvija Conference & Spa Hotel in Riga, shown a spotlight on Riga as a quickly growing MICE destination.

"Hosting ECAF 2025 in Riga is an honour—it's a chance to showcase Latvia as a thriving hub for business, innovation, and collaboration," said Linda Kārklīņa, Senior Project Manager for the Investment and Development Agency of Latvia (LIAA). "We're proud to demonstrate how Riga's strategic location, modern infrastructure, and vibrant culture create the perfect environment for fostering connections and driving growth. It is a testament to Latvia's commitment to excellence and our vision of positioning Riga as a key destination for international partnerships and opportunities."

In addition to providing abundant networking opportunities for association event planners and suppliers aiming to drive business growth, attendees were given the option to join seven city experience tours, displaying the best of what Riga has to offer for MICE and cultural activities.

Participants were given behind the scenes tours of the Latvian National Opera, complete with a private concert; a guided tour of the Art Nouveau architecture of the city center and the art museum; a visit to Central Market and the Science Academy; a tour of the railway museum and the National Library; a visit to the historic Riga Circus; and tastings of local coffee and Riga's signature Black Balsam.

"The Event Club Association Forum workshop and association meetings hosted in Riga represent a pivotal moment in establishing the city as the New Nordic destination for international associations' business events," said Aigars Smiltans, Head of Tourism Development for Meet Riga. "This event unites industry leaders and encourages vital knowledge exchange, showcasing Riga's exceptional blend of modern infrastructure, rich cultural heritage, and strategic location, making it an ideal choice for the European event community."

ATTA CENTRE, a major venue in Riga and the largest convention center in the Baltics, hosted one of the event's dinner parties. "Riga is rapidly gaining recognition as a prime location for international conferences and events," said Nadia Ignase, ATTA CENTRE's General Manager. "This year marks an exciting milestone for ATTA CENTRE as we officially became a member of ICCA (International Congress and Convention Association), a globally recognized network of the world's leading event professionals. Being part of ICCA allows us to connect with and learn from the best in the business, further elevating the quality and innovation we bring to our events."

To learn more about Events Club Associations Forum and the rest of the 2025 event calendar, contact Europe Congress at info@europecongress.com or visit www.europecongress.com

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