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Europe Congress Welcomes Over 200 MICE Professionals To London

LONDON, The United Kingdom, 6-8 April 2025—The spring season kicked off this week with MCE North & West Europe, so far Europe Congress' biggest event of 2025. Over 250 MICE event professionals gathered in London for 2.5 days of productive match-made B2B meetings, sophisticated dinner evenings, and engaging city experience tours.

International event planners from across Europe and beyond joined MICE service providers in North and West Europe to significantly grow their business and discover new business partners in the region. Event partner Mercure London Earls Court hosted attendees at their newly renovated property in London's upscale Chelsea district, providing an elevated event experience. "We're so pleased to have hosted MCE North & West Europe, our first B2B MICE event since our recent remodeling, in partnership with Europe Congress," said David Hayden, General Manager at Accor Hotels.

Participants were given the full London experience with tours of Somerset House, originally the residence of the Duke of Somerset; a silent disco walking tour of the West End; a bike tour of Westminster's iconic landmarks, hidden gems, and, of course, a pub stop; a sightseeing tour of London's most famous sites, including Buckingham Palace, Big Ben, and Westminster Abbey; a city escape tour; a trip to one of the world's oldest zoos; and a holographic ABBA concert. In addition to getting a comprehensive tour of the city, these tours set the stage for networking to continue seamlessly outside of the meeting room.

"We have welcomed the opportunity to work with our partners and treat the delegates to two wonderful evening networking events," said Barbara Jamison, Head of Europe for London Convention Bureau, London & Partners. "They also had the opportunity to travel around London in a green, sustainable way and discover hidden gems, local neighborhoods, and experience unique and original activities."

Eton College, home to legendary alumni including world-renowned actors, politicians, and royalty, and Church House, previously the headquarters of the Church of England and now an award-winning event venue, hosted two elegant dinners during the event. "We're thrilled to have had the opportunity to participate in MCE North & West Europe," said Marina Papadopoulou, Head of Business & Marketing Development for Church House Westminster. "We have had the pleasure of hosting this event in our home destination of London and hope we offered participants an incredible evening."

Europe Congress is hosting three more events in 2025 in Prague, Algarve, and Madrid, and will be releasing their 2026 event calendar in June. Registration is still open for these unique B2B networking events; for more information or to inquire about participating, contact Europe Congress at info@europecongress.com or visit www.europecongress.com

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