

## **CONVENE 2019: Year-After-Year Consistency and Quality**

Vilnius was abuzz last week with meetings and events professionals coming together at the LITEXPO Exhibition and Congress Centre for the seventh edition of CONVENE. The annual exhibition featured an impressive mix of Hosted Buyers from over 30 countries, as well as Exhibitors and Specialist Suppliers representing different parts of the Baltic Sea Region. Much like past editions of CONVENE, the boutique event's focus remained on quality, and all signs point to that ambition being successfully delivered once again.

A noticeable concentration of this year's 165 Hosted Buyers were representing the UK market, which was particularly beneficial for Vilnius since LOT Polish Airlines recently announced it will be launching its own direct route between Lithuania's capital and London City Airport this May, making both cities much more accessible to business travellers. Hosted Buyer agendas were packed over the course of the two-day exhibition, and everyone had plenty of opportunities to meet with the 80 Suppliers representing all Baltic Sea Region destinations. Plus, up to 80 Hosted Buyers took advantage of the added value CONVENE offers through its post-show familiarisation tours, which invited them to explore Vilnius and Kaunas in Lithuania, the capitals of Latvia (Riga) and Estonia Tallinn, and Poland's seaside city Gdansk.

In addition to putting forth a comprehensive Education Programme with 19 speakers touching on the industry's hottest topics and latest trends, organisers also brought back CONVENE's Professional Academy, a three-hour workshop dedicated exceptionally to suppliers. The academy, which took place a day before the show, had one session focused on the evolution of association sector meetings and another on growing business in the UK.

Inga Romanovskienė, Director of Go Vilnius, the city's official development agency and umbrella organisation to the Vilnius Convention Bureau, was thrilled to be welcoming meeting industry professionals back to an event that has proved to be of great value to the entire region, saying, "When it comes to the meetings and events industry, the Baltic Sea Region is ripe for significant growth, with meeting planners from across Europe and the globe continuing to show interest in many of its destinations. And for our part, CONVENE is able to strategically position Vilnius as a regional leader and give people the opportunity to experience what the city has to offer first-hand."

Organised annually by the Go Vilnius Convention Bureau, CONVENE is a business marketplace that provides non-stop networking opportunities for meeting professionals. The two-day exhibition gathers industry suppliers from across the Baltic Sea Region and buyers from around Europe and the world together under one roof to facilitate valuable professional connections, as well as the exchange of knowledge and best practices. For more information, please visit [www.convene.lt](http://www.convene.lt).