

From 29 November through 1 December 2011, the annual EIBTM, an international business fair to which decision-makers from the meeting industry are invited according to the Hosted Buyer system, took place in Barcelona. Hosted Buyers are international decision-makers in the area of corporate meetings, incentives, congresses and other international business meetings. These meeting planners are invited by the fair organisation.

The NBTC provided 32 Dutch participants with the opportunity to represent the Netherlands at the Holland Meeting Point. Grand Hotel Karel V and the Utrecht Convention Bureau, with the adjacent Jaarbeurs, represented the city of Utrecht. During three intense days, Utrecht was brought to the attention as an excellent meeting and congress destination. With 80 'contacts' and a number of serious applications, the UCB can look back on a very successful fair.