



20-23 February 2025



## TOURISM B2B MEETING TRAVEL EXHIBITION PROFESSIONAL DAY

2025.02.20 from 14.00-17.00



MAGYAR UTAZÁSI IRODÁK SZÖVETSÉGE  
ASSOCIATION OF HUNGARIAN TRAVEL AGENCIES

### TARGET:

The purpose of the B2B meeting is to bring together different players in the travel industry through **speed business meetings**, discussions and presentation opportunities, providing participants a valuable platform to build professional relationships, meet new partners, develop business, discuss current issues and showcase industry trends.

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### MAIN ELEMENTS:

#### 1. B2B Meeting with a conference table

The core elements of the event are the B2B meetings with industry professionals, where participants and exhibitors pay for their presence and in return receive special exposure and business opportunities.

**The proposed group of participants, for each of them a table will be provided in the room:**

- **Insurance:** the latest trends and challenges in travel insurance
- **Financial institutions:** Banking services offering cost-saving solutions (card acceptance options, innovative solutions)
- **Airlines:** new destinations, services and sustainability strategies
- **Cruise companies:** the role and opportunities of cruises in the Hungarian market
- **MAHART:** Domestic river shipping, tourism and development opportunities
- **Bus and coach companies:** current issues in bus and coach tourism in the field of travel and group tours
- **Tour operators**
- **Tourist agencies:**
  - Tourism offices operating in our country
  - Representations and embassy tourism attachés of countries not present in our country.
- **Restaurants, hotels and attractions**

#### 2. Possibility of exhibitors and professional presentations in the event hall with a special installation

- In addition to the B2B discussions, we also offer presentations for companies that would like to be featured at the B2B event. We offer them a special opportunity to showcase their unique products and services in an inspiring and professional environment.

## What are we providing?

- For exhibitors, we offer a countertop installation in the event hall, featuring a logo, which provides the perfect space to showcase products and services.
- It also provides the opportunity for interactive presentations that help reaching the target audience.



## What do we expect from exhibitors?

To provide promotional materials (e.g. roll-ups, leaflets, brochures) that further increase the effectiveness and visual impact of the presentations.

### 3. Who is the target audience of the Tourism B2B Meeting? (participation is free, but registration is required)

- Travel agency representatives, decision-makers,
- MUISZ members,
- Representatives of the tourism press

### 4. Benefits for participants and exhibitors at the table:

- Building new business relationships
- Learn about innovations and trends
- Product and service demonstrations
- Exchange of professional experience
- Building brand and relationship equity
- Efficient use of time and resources

## SUMMARY:

The event will provide an opportunity for participants and exhibitors to meet new partners among travel agents and to show them their latest products and services through B2B Speed Business Meetings and interactive presentations, while meeting a wide range of existing and potential partners in one place, effectively optimising their business.

## TECHNICAL AND ORGANIZATIONAL DETAILS:

- **Date and venue:** 20 February 2025 from 14.00 to 17.00. Parallel to the exhibition, in a separate section in the first floor conference room of the new Hungexpo main building.
- **Number of participants:** 25 - 30 representatives of tourism/trade companies, who will be introduced to the target audience at a negotiating table and will have the opportunity to conduct their negotiations with the different partners in 15-minute time slots during the B2B Meeting.

## PARTICIPATION FEE:

- **Meeting table rental fee:** 60.000 HUF + VAT.
- **Exhibitor fee (with installation possibility):** 120.000 Ft + VAT

## PROMOTION:

Promotion through Hungexpo, MUISZ and professional organisations and the tourism press.

## CONTACT:

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