Vienna, 27th January 2022

**Messe Wien becomes center for international event experts**

*From 28th – 30th September, 2022, Messe Wien Exhibition & Congress Center is to host the ‘PCMA Convening EMEA 2022’, a specialist congress of global repute, expected to attract over 350 event experts from Europe, the Middle East and the African continent.*

PCMA is the world’s largest and most-prestigious network for business event strategists. “Continuing education, collaboration and networking are the central pillars of future-orientated development within this industry, and we are very proud to be playing an active role in the success of PCMA Convening EMEA”, enthuses Martina Candillo, Director for Congresses & Events. This year, for the first time, the event is taking place in Vienna, in collaboration with the Vienna Convention Bureau of the Vienna Tourist Board, Austrian National Tourist Office, Hilton Vienna Park and Messe Wien.

**Messe Wien offers an attractive location for meetings and congresses**

Once again, the venue has matched up to the demands of an internationally renowned event. Messe Wien can compete with European competition across the board, meeting the highest technological standards with services such as WIFI 6 for seamless live streaming at hybrid events and a broadcasting studio. PCMA Convening EMEA is very much a prestige project for RX Austria & Germany (previously Reed Exhibitions), the operators of the Messe Wien venue “…and will generate considerable indirect profit for the city”, Mrs. Candillo states. Management has always insisted on offering a broad infrastructural framework for domestic and international events, and in making the necessary investments this approach is currently bearing fruit: “In unpredictable times like these, we offer a large scope of options, flexibility and hospitality, to both event organisers and visitors” Candillo continues.

**Personal networking is growing in importance**

“The pandemic has shown us events can also be held in the virtual realm – however, we have realized the importance of face-to-face communication”, Candillo highlights, and affirms the positive outlook for 2022 at Messe Wien: “It’s the year that will see the return of physical events and congresses.”

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