



's-Hertogenbosch

VisitBrabant Convention Bureau on the move

As Convention Bureau we would like to present to you the wide range the province of Brabant has to offer and what we can add to your business meeting. For instance: historic 's-Hertogenbosch, Brainport Regio Helmond and Eindhoven, event city Tilburg or characteristic Breda. And not to forget our many 'green' locations: each and every one of these can make a significant contribution to your meeting, not only as a location, but also to your social program!

It is our goal to attract good meetings to our province, but as VisitBrabant Convention Bureau we also aim to provide a positive contribution to successful meetings.

A good example of this is the leading European ITS (Intelligent Transport Systems) congress hosted by Brabant on 3-6 June 2019. In order to create maximum

awareness for this we make use of the world congress on this subject in Copenhagen. We do this by supplying content about our region and to inform the global community about 'our' congress in 2019. So people can reserve the date in their agendas, was our intention.

BRABANT: LITERALLY AND FIGURATIVELY OPEN

Tourists and daytrippers can easily find cities like 's-Hertogenbosch, Helmond and Eindhoven. Lately, organizers of business and corporate events also shift their focus more and more from the Randstad to the south of the Netherlands. And those from Belgium to the close-by north. "With good reason", says Saskia Holterman on behalf of VisitBrabant Convention Bureau. "In the last decades, Brabant has developed itself rapidly into the new centre of knowledge, innovation, and creativity. That, added to our typical hospitality and openness, makes this region the ideal MICE destination."

COLLABORATION: SHARED SUCCESS

Collaboration is something the people of Brabant are good at: "It is in their nature, in their genes." Working together and sharing knowledge between governments, knowledge institutions and companies. "Take, for example, the success of Brainport, Agrifood Capital, the hosting of the prestigious ITS congress or a Dutch Design Week. But also the collaboration between VisitBrabant Convention Bureau, cities in Brabant, venues, hotels and suppliers is a matter of course. This mentality leads to success. The power of a collective."

MANY STRENGTHS | UNIQUE LOCATIONS

Brabant has the smartest square kilometer of Europe, Eindhoven is leading in high tech, innovation en design, 's-Hertogenbosch with its historic city centre is the hub for the agro-sector and Helmond is leading in the field of food technology and automotive. Brabant has a great deal to offer!

The excellent price/quality ratio and accessibility – by road, by train and by aeroplane – count as USPs and contribute to the strategic proposition. In short: Brabant is a region that counts. The region offers several cities with each a unique own identity and possibilities. The province is also proud of the fact that Vincent van Gogh was born and raised in Brabant and that it has (amusement) parks of world renown within its borders. Apart from that, Brabant is mainly many-sided thanks

to its mixture of history and innovation, landscape and urban areas, picturesque city centres and distinguishing architecture, forests and heaths.

It is for the VisitBrabant Convention Bureau to communicate these strengths optimally, as an answer to an inquiry or voluntarily. With confidence, more than 30 partners make use of the participation in the bureau to make their presence better known to the business market. "We present ourselves as the independent service organization where organizers can get support in finding the perfect location for meetings, incentives, conferences, events and stayovers. Whether it concerns a leading congress, an international knowledge conference, a product launch, board meeting, staff trip or stayover possibilities in 's-Hertogenbosch, Eindhoven, Helmond, Tilburg or Breda", says Holterman. The

advice is free of charge and the quality is high thanks to the large network and the detailed list of what is available in locations and regional suppliers.

So, to all meeting planners, PCOs and other professionals who require support in finding the perfect location for meetings, incentives, conferences and/or events: contact VisitBrabant Convention Bureau. Because from a board meeting in 's-Hertogenbosch to an international knowledge conference in Eindhoven or Helmond, Brabant offers endless possibilities as centre of knowledge, innovation, creativity and hospitality.

www.visitbrabant.com/conventionbureau

