

**5th edition | September 28th - 30th 2025 | Bilbao**



## **EVENT SUMMARY REPORT**



## THE WORKSHOP MIS INTERNATIONAL BRINGS TOGETHER 120 PROFESSIONALS IN BILBAO

Capturing the international market is complicated for a supplier in our industry. Organising meetings in Paris, Berlin, or London is hard. Conversely, for international organisers interested in Spain, knowing which local partners you can work with is a huge undertaking. So here comes MIS International, which addresses precisely these challenges by bringing 52 international organisers to Spain, where they can connect with a selected group of destinations, venues, suppliers, and DMCs from our beloved country. This is what Grupo eventoplus has designed and hosted in Bilbao from October 28th to 30th: 48 hours of immersion in Basque sophistication, gastronomy, meetings, and activities to experience the city of reinvention, Bilbao.

### A complete experience

MIS International is an experiential workshop that brings together international meeting and incentive organisers, destinations, hotels, venues and providers over 3 days / 2 nights to meet, play and build stronger business relationships in a dynamic and friendly environment. Concretely, this 5th edition brought more than 50 European buyers to Bilbao for business meetings, as well as a fun and engaging social programme to connect with other participants and to discover the city's attractions.

### Productive business meetings

On both mornings of the event, the meetings took place in the stylish The Artist hotel. Technology didn't replace networking, but it did facilitate it. The Meetmaps app made it possible to schedule meetings among these more than 100 professionals. A total of 1,247 meetings were confirmed, 2,226 contacts were scanned by the app, 643 messages were sent, posts sharing their experience by all participants, totalling 4,590 interactions.

### Air, land and water...

The participants enjoyed the city mainly on foot, a great asset of Bilbao's concentrated size. For instance, on the first night, they walked from the hotel to the Azkuna Zentroa – Alhóngida Bilbao, an old wine warehouse which was reconverted to the city's cultural and leisure centre, designed by Philippe Starck.

Up in the air, participants were treated with a bird's eye view of the city with lunch on the 29th floor of the Iberdrola Tower. And about views... A welcome drink and morning breakfasts were served at The Artist hotel's rooftop, complete with an exclusive view of Guggenheim Museum,

From going to the different venues of the event to the different cultural and social activities planned, public transport was used for further distances: the farewell dinner brought the group to Getxo where they took a boat ride; offering another perspective to seeing the city, and chartered buses back to the hotel.



### An afternoon of social and cultural activities

The second day's afternoon was dedicated to discover and experience the city, in an à la carte programme, as well as to give both buyers and suppliers a relaxed and engaging environment to build relationships. Activities included:

- visit to the city's emblematic Palacio Euskalduna, a modern architectural icon designed as a ship rising from Bilbao's old shipyard grounds, and ended with an original way to discover the Meliá Bilbao through a series of riddles and surprises
- football fans got the VIP treatment at the Athletic Club's San Mamés Stadium, the "Cathedral of Football"
- aquaphiles, got a different perspectives to the city on canoes in the estuary
- culture seekers got a first-hand experience of the local traditional Basque 'Pelota' and a gastronomy masterclass at the Radisson hotel
- cyclists rolled their 2 wheelers along the banks of the river;
- nature lovers took the funicular up to Mount Artxanda and enjoyed nature "in the city"

### Say what?...

The event was a hit for international organisers... Emmanuel Bove (Comeva) says: "the workshop allowed me to meet interesting suppliers and to discover the opportunities in Bilbao while spending 3 really pleasant days!"

Ashish Naik (Dream Destiny) added that "the event has provided our company with an opportunity and introduced us to high-end suppliers for collaborative discussions."

Suppliers also had a great event, like Charlotte Gerard (Basque DMCs) who was thankful for "a varied programme with a good mix of 1-1 time and opportunities to get to know the host destination and high quality buyers". María León (SB Hotels) shared "I had a great time! Met awesome people, great connections and had a lot of fun!"

### Thank you!

This event was made possible thanks to the support and collaboration of the Bilbao convention bureau, the host hotel The Artist, local DMC NIS, the Euskadi Basque Country administration, and the Meetmaps for the event registration platform and app.

### HOST CITY 2025



### PARTNERS 2025



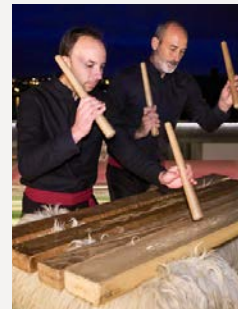
### Introduction to Bilbao's local arts

At MIS International, we gave participants a glimpse of some of Bilbao's traditional arts.



#### AURRESKU

Aurresku, a Basque dance, is performed as a tribute or a way of honouring prominent figures of the local society. It has its origins in the older soka dantza, meaning 'circle' or 'line dance'.



#### TXALAPARTA

The txalaparta is a traditional idiophone percussion instrument that originated in cider-making culture to announce that the cider was ready to be drunk.

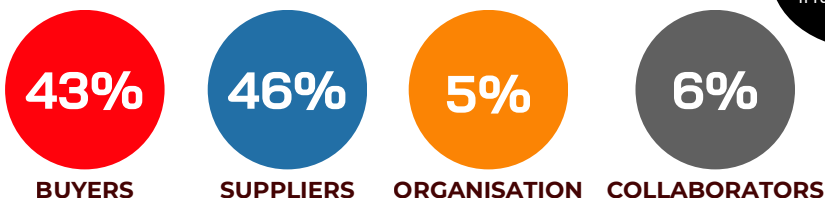


#### TRIKITIXA

The Trikitixa is a two-row Basque diatonic button accordion. At MIS International, we were able to have Agus Barandiaran, from the folk band Korrontzi, who gave us a contemporary perspective to traditional Basque music, accompanied by 2 dancers.

#MISint2025

**120** MEETING PROFESSIONALS



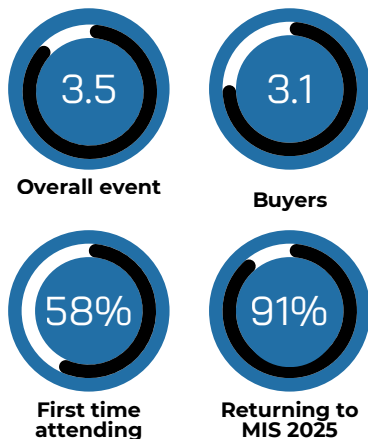
## BUYERS

Average quality rating out of 4.  
Figures based on survey results



## SUPPLIERS

Average quality rating out of 4.  
Figures based on survey results



**EVENT  
APP**



Fantastic experience, useful and highly productive experience in an international environment.  
- Paola Fernandez, Palladium Hotel Group (Supplier)

It was a good mix of planners and suppliers who came together in a great destination  
- Daniel Halama, Germany (Buyer)

MIS Internacional is one of the best. Very good quality of buyers and fantastic activities!  
- Pablo Petrini, Ilunion Hotels (Supplier)

I am more than satisfied with everything and would like to be included for future workshops.  
- Helena Klaric, Hungary (Buyer)



I had a wonderful time at MIS Bilbao - it was a change to meet new suppliers, connect with fellow eventprofs and also discover a new destination that would work well for my groups.  
- Samantha Salisbury, UK (Buyer)



It was a wonderful experience and I hope to be back next edition.  
Conchi Sánchez, Granada Convention Bureau (Supplier)



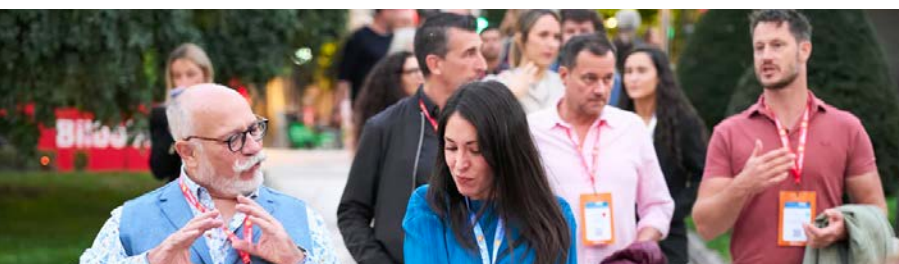
MIS International curates an excellent and relevant group of suppliers and venues in fabulous destinations. Being able to connect with the destination, the people and the culture first-hand gives valuable insights and enables me to best serve my clients' needs.  
- Marcia Ives, The Netherlands (Buyer)



Varied programme with a good mix of 1-1 time and opportunities to get to know the host destination. High quality buyers.  
Charlotte Gerard, Basque DMCs (Supplier)



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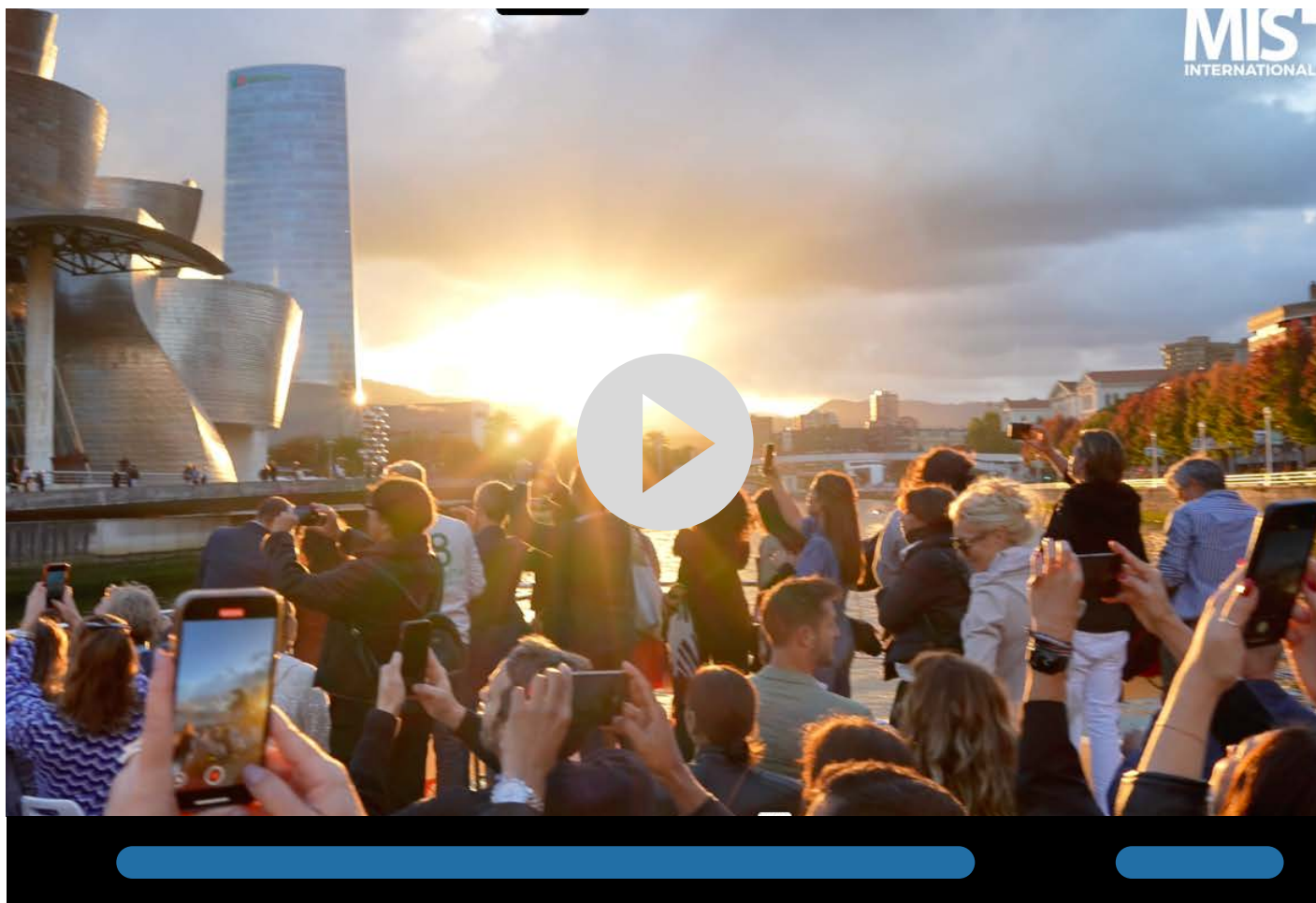
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# Thank you!



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Our media group offers an effective transmedia communication throughout the year to a wide audience of meeting professionals in Spain

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The largest meetings directory [ + ] with more than 1,100 suppliers. More than 50,000 view pages per month. New content [ + ] published every day and trends reports [ + ].

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Digital newsletter sent to more than 16,000 subscribers, 3 issues per week.  
\*Published in Spanish.



**eventoJobs** [ + ]

The only job search platform dedicated to the meetings industry in Spain.

### COMMUNITY

#### Social networks

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### INDUSTRY AWARDS



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Premios eventoplus** [ + ]

The most prestigious awards for the Iberian meetings industry.  
(21st edition, Sep 2026, Madrid)

### PRINT



**20th anniversary  
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The leading reference publication of the meetings industry over the last 20 years. More than 5,000 subscribers, 14.000 readers. Distribution audited by OJD.  
\*Published in Spanish.

#### Venues guide [ + ]

Exclusive directory dedicated to showcase venues for meetings.  
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#### Personalised guides

We help destinations and companies in defining content in practical formats to communicate their offers effectively. Ask us for yours!

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**MIS Nacional (Meeting & Incentive Summit)** [ + ]

A two-day conference-workshop with Spanish buyers and international destinations and suppliers.  
(14th edition, Feb 2026, Madrid)



**MIS International** [ + ]

3D/2N workshop that connects international meeting buyers with Spanish suppliers.  
(6th edition, Oct 2026)



**MIS Andalucía** [ + ]

A workshop to discover the meeting offers in Andalusia and experience the official destination where the event is hosted.  
(4th edition, 2026, Andalusia)



**Barcelona Event Day** [ + ]

A day of workshop to connect the event professionals community in Catalonia.  
(9th edition, Jul 2026, Barcelona)



**Madrid Event Day** [ + ]

A one-day event creative event production in Madrid.  
(4th edition, Sep 2026, Madrid)



**Sports & Events Europe** [ + ]

The biggest international sports travel workshop where suppliers connect with sports event and meeting buyers.  
(5th edition, 23-25 Mar 2026, Seville)



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