



MIS'

INTERNATIONAL
October 6th - 8th
VALENCIA

SUMMARY REPORT

4th edition - 2024

Organised by:





Work & Play at MIS International 2024, Valencia

Three intensive days of business workshop (October 6th – 8th 2024) in Valencia complete with buyer-supplier meetings, unique activities and gastronomy experiences that showcased the city, facilitated connections and created serendipity moments in dynamic environments. Buyers from 18 nationalities had first-hand information from Spanish suppliers on what they can do for their next meetings in Spain.

Mission accomplished for Grupo eventoplus, the organiser of the 4th edition of MIS International workshop: participants (43 international buyers and 44 supplier – companies) had three days of business connections and fun together in the Valencia. The event app, supported by Meetmaps, tells it all: 1,070 one-to-one meetings were confirmed, 1,752 contacts were scanned during the event, 610 visualisations in the Chat Group where participants shared their experiences with photos, 437 messages were sent and 4,764 interactions were registered (chat group, messages sent and interactions will continue to rise as the app is still active after the event).

An intensive and extensive programme organised with the support of Valencia Convention Bureau

Participants arrived on Sunday (yes, participants are committed!) to Valencia and were hosted at Meliá Valencia where they enjoyed a welcome drink and then proceeded to Masía Aldamar for an exquisite dinner complete with a cocktail reception, a sit-down dinner and a spectacular dessert show by Grupo El Alto. The group was welcomed by folkloric dance and ended the evening with a CorreFocs, a traditional fireworks show. All transport and activities were professionally coordinated by Transvia Business.

The next morning started with a kick-off at the hotel with buyer-supplier meetings and then lunch at the iconic Vele e Vents, complete with a selection of finger food and a treat of four different paellas!

Now that work is done, stomachs are full, the group was ready for more action. Participants had the opportunity to choose their afternoon activities: a city bicycle tour in collaboration with Valencia Bikes, an “Agua de Valencia” cocktail workshop, a regatta by Quick Sail and a visit of new venues in Valencia by Valencia Convention Bureau.





The evening began with energy, thanks to the welcome by a batucada group at L'Umbracle Terraza by Grupo Salamandra. Participants got another glimpse of another Valencian tradition: the Globotà, where 2,000 balloons were hung in a structure overhead and participants enjoyed the thrill of bursting them with a needle. A cocktail reception and a sit-down dinner were prepared by Gourmet Catering.

Another surprise popped up during dinner where "waiters" performed La Traviata in the midst of the tables. Participants were then invited to drinks and a dancefloor where participants who stayed later at the venue had an experience of dancing in the rain.

Time flies when you are having a good time... the last day began with a morning of buyer-supplier meetings and then lunch at Melià Valencia. Handshakes and hugs were also exchanged as participants bid their goodbyes and back to home sweet home.





4th Edition
#MISint2024

101 MEETING PROFESSIONALS

EVENT APP

*Figures updated: October 15th 2024

1,070
meetings
confirmed

1,752
contacts
scanned

4,991
interactions

610
visualisation
group chat

439
messages
sent



A great event. Very well organised, with great quality. A wow! Very good experience!
- Mery Navasquillo, Grupo Negrlejo (Supplier)

If you are active in the Spanish market, MIS International is not to MISsed! I discovered a wonderful, new destination, met with quality vendors for my programmes.
- Marcia Ives, The Netherlands (Buyer)

43%

BUYERS

43%

SUPPLIERS

8%

ORGANISATION COLLABORATORS

6%

BUYERS

Average quality rating out of 5

4.9

Overall event

4.6

Suppliers

99%

Returning to MIS 2025

SUPPLIERS

Average quality rating out of 5

4.8

Overall event

4.1

Buyers

90%

Returning to MIS 2025



It is evident that you have been working on these events for a long time; every detail you contributed made this event so successful.
- Annika Trivino Calderon, Transvia Business (Supplier)



I personally think that MIS is one of the very sophisticated show for industry. Personal touch of the staff is a great part of this success.
- Bora Ali Yazkan, Turkey (Buyer)



MIS International was the perfect mix between business, networking & fun! It was such a great event to get to know all of the assistants, explore the city & its traditions, and discover amazing venues!
María León, SB Hotels (Supplier)



MIS was organised in a very professional way, with interesting suppliers and contacts in general in a very nice atmosphere.
- Mark de Belie, Belgium (Buyer)



GRUPO
evento
PLUS

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PHOTO ALBUM [+]



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A big thank you to our host city and collaborators

No man is an island, that goes for any event too. The success of MIS International 2024 is also thanks to the support and love by the following collaborators:

HOST CITY



COLLABORATORS



THANK YOU & SEE YOU IN 2025!

Our portfolio

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

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INDUSTRY AWARDS



Premios eventoplus [+]

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eventos Magazine [+]

The leading reference publication of the meetings industry. More than 4,700 subscribers, 14,000 readers. Distribution audited by OJD.

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**IBTM World
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FACE - TO - FACE



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

A one-day conference-workshop with Spanish buyers and international destinations and suppliers.

(13th edition, 11-12 Feb 2025, Madrid)



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

3D/2N workshop that connects international meeting buyers with Spanish suppliers, complete with destination experiences and networking.

(5th edition, autumn 2025)



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

Experiential workshop to discover the meeting offers in Andalusia.

(3rd edition, Jun 2025, Andalusia)



**BED (Barcelona Event
Day)** [+]

A one-day business and networking event that connects meeting planners and suppliers in Barcelona.

(8th edition, Jul 2025, Barcelona)



**MED (Madrid Event
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(3rd edition, Sep 2025, Madrid)



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