

## **Strategic Alliance of the National Convention Bureaux of Europe with New Members** *Dedicated Alliance Coordination Office to Support Growth*

**27 January 2026** – The Strategic Alliance of the National Convention Bureaux of Europe (SANCBE) is starting the year with new members and an increased focus on deeper collaboration: As of 1 January 2026, Malta and Wales have joined the pan-European association of national convention bureaux, bringing the Alliance's membership to 30 organisations. This growth will be supported by the establishment of a new Alliance Coordination Office, designed to strengthen collaboration and enable more efficient project coordination. The announcements were made at the first of the Alliance's two annual meetings, held in Dublin on 22 and 23 January.

"Welcoming Malta and Wales is a significant step in strengthening our Alliance as a truly pan-European network," comment Matthias Schultze and Eric Bakermans, Co-Chairs of [SANCBE](#). "At a time when collaboration and shared purpose across Europe matter more than ever, this expansion reinforces our collective ability to actively shape the future of the European meetings and events sector on a global stage."

### **Strategic Importance of European Alliance in Global Business Events Market**

According to IPK World Travel Monitor data, Europe accounts for approximately 47 per cent of all global business travel related to meetings, incentives, conferences and exhibitions (MICE). This not only underlines the region's relevance, but also highlights the strategic importance of a strong, well-connected European alliance of national convention bureaux. With the newly established Alliance Coordination Office, SANCBE will be able to support closer alignment, faster decision-making and more efficient project delivery across the network. At the same time, the Alliance will this year continue to expand and strengthen key initiatives such as the Sustainability Hub for Events (SHE) and the Convene 4 Climate conference.

### **Call to Join in Open Dialogue**

Looking ahead, SANCBE is currently preparing for the 4th edition of the Global Forum of National Convention Bureaux, which will take place on 18 May, one day prior to IMEX Frankfurt 2026. The Alliance invites all national convention bureaux worldwide to take part in this open dialogue, aimed at strengthening connections between destination marketing organisations and jointly shaping the future of the meetings and events sector across borders.

### About SANCBE

The Strategic Alliance of the National Convention Bureaux of Europe (SANCBE) is a network of 30 national destination marketing organisations. As a collaborative industry platform, it concentrates on strengthening Europe's position as a leading destination for international business events. Since its foundation in 2014, the initiative of European convention bureaux has increasingly gained importance as a platform for exchanging experiences and knowledge transfer between the membership countries.

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