

CONVENTA PUSHING THE ENVELOPE IN QUALITY AND CREATIVITY

Seventeen years of connecting New Europe without limits

The organisers of Conventa have excelled at the first part of their task - selecting hosted buyers. They will bring a record-breaking 180 hosted buyers from 34 countries to Ljubljana. Out of 608 registered hosted buyers, the organisers selected only 29.6% based on criteria which assessed their quality and potential to organise regional events. Between 18 and 20 February 2025, the hosted buyers will convene with over 130 exhibitors from sixteen countries. The Conventa trade show represents the culmination of year-round activities on various platforms under the Conventa flagship brand. The event is acclaimed as one of the premier trade shows on the calendar of the European meetings industry. Only a handful of European destinations host international events with such a standing. Hosting Conventa places Slovenia in the elite company of countries such as Germany, Spain, the UK and France.

The third week of February is not only reserved for a classic business trade show. As the organisers outlined, Ljubljana will transform into a hub for development and education, where the organisers will have their thumb on the pulse of the industry by measuring the effects of regenerative and creative events. With the help of the pioneering Planet Positive Event tool, they will unveil a myriad of solutions and tips for sustainably and creatively transforming events. Not least, Conventa will host the fifteenth award ceremony of the Meetings Star competition, honouring the leading destinations, hotels and individuals in the meetings industry.

"As the official organisers, we are immeasurably proud that we have once made good on our promise and will bring 81% new hosted buyers to Conventa. When we organised our first Conventa, we promised our exhibitors to bring 70% new hosted buyers each year. Our promise means we host 1.7 hosted buyers per exhibitor. We have been organising our event for seventeen years, and, in that time, I have not come across a single event worldwide that would promise something similar," emphasised Gorazd Čad, the co-founder of Conventa.

The organisers substantiated the data by sharing the structure of hosted buyers. Most of them are corporate event organisers (44.33%), trailed by representatives of DMC agencies (16.11%), incentive agencies (12.22%), event agencies (10.56%), associations (9.44%), and PCO agencies (6.67%). Most hosted buyers come from Germany, the UK, Italy, Belgium and the Netherlands.

Foreign event organisers prioritise destination visits. To that end, the organisers have put together six pre-show destination visits (to Bled & Radovljica, Kranjska Gora, Portorož & Piran, Rimske Toplice & Celje, Sofia and unique event venues across Slovenia), as well as four post-show fam trips (to Belgrade, Ljubljana, Nova Gorica and Zagreb). The fam trips are one of Conventa's originalities that no other trade show offers as holistically.

“Conventa has become globally synonymous with the Slovenian and regional meetings, events and incentive industry. Its stature helps us effectively promote our core values - sustainability, know-how, hospitality and superb cuisine. As one of the central events on the global list of trade shows, Conventa underlines the importance of synergy among the partners, organisers and key stakeholders. As the co-organiser, proactive partner and exhibitor, the Slovenian Convention Bureau proudly contributes to its steady growth. Through our fruitful cooperation, we are establishing a platform that boosts sustainability and innovation, connects stakeholders and fosters numerous positive effects for Slovenia and the region,” summarised **Fredi Fontanot**, the Director of the Slovenian Convention Bureau, which helped co-create Conventa.

The organisers highlighted the following novelties in the programme of Conventa 2025:

Conventa 42°NORTH

Tuesday, 18 February 2025, between 16:00 and 18:45, Grand Hotel Union Eurostars

2025 marks the advent of Conventa 42°NORTH, an event dedicated to corporate event organisers. The event will host world-renowned guests who will bring answers on how to push boundaries in creativity, sustainability and inclusivity in the meetings industry. Ljubljana will host Stéphanie André, Head of Sustainability at the Paris Olympics, alongside a slew of distinguished speakers.

Conventa Campfire (discussion with destinations)

Wednesday, 19 February 2025, and Thursday, 20 February 2025, between 16:00 and 17:00, Ljubljana Exhibition and Convention Centre

For the first time, Conventa will host a group presentation for participating destinations. On the final day, the campfire discussion will connect destinations, event organisers and exhibitors innovatively. The discussion on sustainability and innovation will serve as the conclusive part of the programme before attendees bid farewell to Conventa.

5th meeting of Slovenian event organisers - CONVENTA Sreča-nje

Tuesday, 18 February 2025, between 16:00 and 18:45, Grand Hotel Union Eurostars

The educational event for Slovenian event organisers will focus on best-practice cases. It will be hosted concurrently with Conventa 42°NORTH.

Meeting of Slovenian Congress Ambassadors

Wednesday, 19 February 2025, between 15:00 and 17:00, Ljubljana Exhibition and Convention Centre

The Slovenian Congress Ambassador programme holds tremendous importance for Slovenia's continued success in the internalisation of science, culture, sports and economy. The first meeting of Slovenian Congress Ambassadors in 2025 will take place at Conventa and will be organised by the Slovenian Convention Bureau.

The Budapest Café

Wednesday, 19 February and Thursday, 20 February 2025, Ljubljana Exhibition and Convention Centre

This year, Conventa's café will evolve into the one-off Budapest Café. In partnership with the Budapest & Hungary Convention Bureau, the organisers will rekindle the spirit of Budapest's legendary New York Cafe, famed as one of the most stunning coffee houses in the world.

Conventa X-Zone

Wednesday, 19 February and Thursday, 20 February 2025, Ljubljana Exhibition and Convention Centre

Since the first edition, Conventa has been providing space for providers of services and equipment for event organising, IT systems, event and promotional materials, and suppliers of marketing and event production tools.

Conventa Green Zone

Wednesday, 19 February and Thursday, 20 February 2025, Ljubljana Exhibition and Convention Centre

In 2025, Conventa will again present select providers of solutions for sustainable event transformation. The companies include pioneers such as Cup Revolution, Greencon, Velo Concerts, Calm Nest, Odpadnesh and others.

Conventa Trend Bar & »Ljubljana Talks« talks show

Wednesday, 19 February and Thursday, 20 February 2025, Ljubljana Exhibition and Convention Centre

The legendary talk show Ljubljana Talks will return to Conventa in 2025. Attendees will have the chance to (re)listen to old talks and tune into the live conversations in the hybrid studio.

Meetings Star 2025 - the "Michelin Awards" of the meetings industry

Wednesday, 19 February 2025 at 18:30, Cankarjev dom

The Meetings Star Award for the best destinations, venues and individuals has become a reference point within the meetings industry. At the gala award ceremony in Cankarjev dom, winners in fifteen categories will be announced.

Conventa after-party

Wednesday, 19 February 2025 at 22:30, Cankarjev dom

The legendary Conventa after-party needs no introduction. This year, Creative Pro Adriatic event agency, the official event sponsor, is poised to put a creative spin on the closing soirée.

SUMMARY OF STATISTICS IN 2025

HOSTED BUYERS OF CONVENTA

Number of confirmed hosted buyers	183
Number of confirmed hosted buyers from the Alpe-Adria region	37
Number of confirmed hosted buyers from Europe, the USA and the Middle East	146
Number of hosted buyers' countries	34

EXHIBITORS OF CONVENTA

Number of exhibitors at Conventa	121
Number of exhibitors in the Experience Zone	14
Number of exhibitors' countries	17
Index hosted buyers/exhibitors	151

INVITATION TO CONVENTA'S PRESS CONFERENCE

We invite you to join the official press conference on WEDNESDAY, 19 February 2025, at 10:00 in the Marble Hall of the Ljubljana Exhibition and Convention Centre.

You can get your PRESS ACCREDITATION for the event at the following link: [REGISTRATION FORM.](#)

Media information: Jure Čad, jure.cad@toleranca.eu

The event is organised by Toleranca marketing and the Slovenian Convention Bureau in cooperation with Ljubljana Tourism, the Slovenian Tourist Board and twenty strategic partners.

Press material:

- [Conventa's photo gallery](#)
- [About Conventa](#)
- [Video Conventa 2022](#)
- [Video Conventa 2023](#)
- [Video Conventa 2024](#)

