

Madrid, 6 February 2026

The Councillor for Tourism attends 18th Recognition Night honouring representatives of 13 congresses held in Madrid in 2025

Madrid Convention Bureau pays tribute to 17 new congress ambassadors

- The professionals recognised come from sectors such as security engineering, medicine and social sciences.
- Among the distinguished events were the European Society of Cardiology Congress, with more than 31,000 attendees, and the Spanish Society of Family and Community Medicine Congress, which received a special mention for its commitment to sustainability.
- Madrid's congress calendar for 2026 already includes major events such as the European Congress of Medical Oncology, which will be held for the fourth time in the capital in October, with an expected attendance of over 37,000 delegates.

Last night, Councillor for Tourism Almudena Maíllo attended the 18th edition of Recognition Night. The annual ceremony, which is organised by Madrid Convention Bureau (MCB), Madrid City Council's specialised department for meetings and events tourism, honours professionals who choose the capital as the venue for their congresses.

During the event, Maíllo emphasised that “these awards reflect the gratitude of the city of Madrid towards professionals who, through their work and commitment, make it possible for congress tourism to be one of the main pillars of Madrid's economy.” The councillor highlighted that this sector “contributes decisively to generating employment, attracting talent and positioning Madrid as a city that welcomes knowledge and innovation,” representing “an economic impact exceeding €5.5 billion”.

The event recognised 17 new ambassadors, representing 13 congresses held in Madrid during 2025, from fields such as security engineering, medicine and social sciences. Among them, the European Society of Cardiology Congress (ESC Congress 2025) stood out as the largest congress hosted by the capital last year, bringing together over 31,000 participants between 29 August and 1 September.

Since its creation in 2008, Recognition Night has already honoured more than 300 ambassadors, whose voluntary work as advocates within their international associations is crucial in attracting major congresses to the city. This initiative is part of the Madrid Convention Bureau Ambassador Programme, a collaborative network connecting Madrid institutions, professional associations, and sectors such

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as higher education, science and research. The programme provides comprehensive support for organising congresses in Madrid, incorporating criteria such as sustainability and positive impact on the city.

Special mention for commitment to sustainability

This year, Recognition Night awarded a special mention to the Spanish Society of Family and Community Medicine Congress (SEMFYC 2025), held from 13 to 15 November, recognising the organisers' excellent sustainability management. This award highlights the strategic focus of MCB's action plan, which seeks to promote not only economic impact but also the social and environmental benefits of congresses.

This commitment to sustainability has helped position Madrid as the world's leading meetings and events destination and the second most attractive city in Europe for event organisation, according to the *2026 Global Meetings and Events Forecast* by Amex GBT. For the seventh consecutive year, it has also secured Madrid's first-place ranking as the world's best destination for meetings and congresses, according to the World Travel Awards.

Also recognised for sustainability was the 62nd National Congress of the Spanish Society of Orthopaedic Surgery and Traumatology (SECOT 2025), which organised a training session for resident tutors from different Madrid hospitals alongside students from the city's four medical schools, with the aim of reflecting on the practice of rheumatology and its future challenges. In this regard, MCB has a specialised area for sustainability and legacy that works with associations to develop initiatives with positive impact for both citizens and professional and social groups.

MCB also applies sustainability and inclusion criteria in the organisation of its own events. Recognition Night exemplifies this approach, integrating staff with disabilities through collaboration with Grupo Envera and partner company BestWay Events. This alliance has enabled MCB to obtain the "Dis-friendly" distinction, recognising organisations committed to the inclusion of people with disabilities.

2026 Congress Calendar

Madrid approaches 2026 with an intensive congress calendar, combining events being held in the city for the first time with others that are reaffirming their commitment to the capital. Among the main congresses are the European Society for Blood and Marrow Transplantation Annual Meeting (EBMT 2026) in March, with an expected 6,000 delegates, and the European Wind Energy Association

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Conference and Exhibition (WindEurope 2026) in April, with an estimated 12,000 attendees.

The capital will again host the European Congress of Medical Oncology (ESMO 2026) in October, marking its fourth edition in Madrid with an anticipated 37,000 delegates. These three congresses have been secured thanks to bids managed by MCB over recent years. In 2025 alone, Madrid City Council's specialised meetings and events tourism department provided support for the organisation of 187 congresses, reinforcing its focus on this key segment of meetings and events tourism.

This year, Madrid will also host the European ALS Congress (ENCALS 2026), which will include outreach activities and awareness campaigns on the disease aimed at the general public, establishing itself as a representative event in generating a lasting legacy.

Full information on the capital's main congresses is available on the [Madrid Convention Bureau](#) website. /