

# MICE

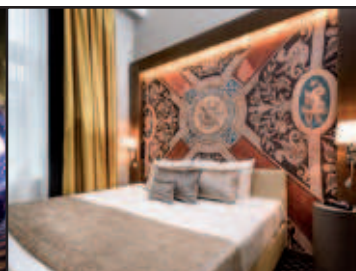
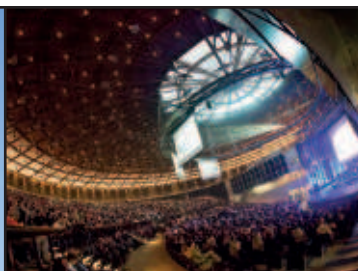
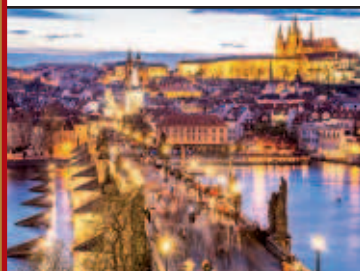
CENTRAL & EASTERN EUROPE

MEETINGS | INCENTIVES | CONFERENCES | CONGRESSES | EXPOSITIONS | EVENTS



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REPUBLIC**

**BUDAPEST:  
Visitor Numbers  
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## THE HOTEL PAŘÍŽ

*The Hotel Paříž was so beautiful it almost knocked me over. So many mirrors and brass balustrades and brass door handles and brass candelabras, all polished till the place shone like a palace of gold. There were red carpets and glass doors everywhere, just like in a château. Mr. Brandejs gave me a warm welcome and took me to my temporary quarters, a little room in the attic with such a pretty view of Prague that I decided, because of the room and the view, to try to stay there permanently.*

(By Bohumil Hrabal:  
I Served the King of England, 1971)



*Behold, Prague! – Vision sparkles,  
blearing – Prague!*

*The name alone sings. The mere sound of it*



*Rapturously gets down into  
the strings of the Czech  
spirit*

*And sets the heart beating  
a thunderous throb.*

*Let foreign pilgrims  
take your modest  
measurements*

*And scorn, Prague, your graying robes:  
To us in your beauty, ancient gloom  
You are luscious Naples, you are proud  
Rome!*

(By Svatopluk Čech, a fragment  
of a poem called „Prague“, 1888)

# Prague AS A LITERARY MUSE

## GREAT WRITERS ON PRAGUE



*Have you ever  
been in the  
street in the  
early morning,*

*gentle reader? Not that I wish to insult  
you. I know that my readers are in fact  
gentle and have no need to rise before  
nine, but if, say, by chance. And if chance  
has lured you out of the house earlier  
than usual, surely you have been keen-  
sighted enough to observe that one finds  
things as well as people not otherwise  
seen there, and keen-witted enough to  
give some thought to those things and  
people, but primarily to the things: an old  
jug standing in front of a house, a milk  
can wound round with wire at the edge  
of the pavement, a baking pan in the  
middle of the road.*

(By Jan Neruda: What Shall We Do with It?)



*The dark corners, mysterious  
little lanes, blind windows,  
filthy courtyards, noisy taverns  
and secluded bars still live  
within us. We walk along the  
broad streets of the new city  
but our gaze and steps are  
unsure. We tremble inside, as  
if we were walking through  
the old squalid lanes. The  
insalubrious old ghetto is  
more real for us than our new*

*hygienic surroundings. We walk around the  
city as if in a dream; we ourselves are only  
phenomena of the past.*

(By Franz Kafka)

## PRAGUE WITH FINGERS OF RAIN

*Hundred-spired Prague*

*With the fingers of all saints*

*With the fingers of perjury*

*With the fingers of fire and hail*

*With the fingers of a musician*

*With the intoxicating fingers of women lying on their backs*

*With fingers touching the stars*

*On the abacus of night...*

*With fingers licked to test the wind*

*With the cut-off fingers of rain and the Týn Church*

*On the glove of nightfall*

*With long jointless fingers*

*With the fingers with which I am writing this poem.*

(By Vítězslav Nezval, a fragment of a long poem, 1936)



### Sources:

„From a Terrace in Prague,” edited by Stephan Delbos

„Prague: a Travellers Literary Companion,” edited by Paul Wilson

# MICE

## DEAR READERS,



**A**utumn is upon us in Europe and with this change of seasons I am happy to debut our new edition of MICE CEE. During the Summer, I was invited on a number of MICE trips to various Czech regions and it was amazing to see, how much they have improved their MICE offers in the last few years. The Czech regions offer more and more modern and innovative MICE infrastructures, original venues and resorts that you won't find elsewhere – for example, the Industrial Complex of Dolni Vitkovice in the city of Ostrava. These innovative regions are developing and offering more unique and original incentive activities often tied to their local histories and traditions. And they are no longer hiding their light under a bushel. Their communication and promotion in the MICE sectors have improved a lot as well, and we can see the same type of expansion in other regions of the CEE, in Hungarian regions and Slovak as well. Luxury resorts, hotels with extensive conference facilities and a professional quality of services to help with your creation of unforgettable events – you can find all of these in the CEE regions. And last but not least, the choice of food and dining is wider and the focus has veered toward real quality – many hotels serve regional products, health food and fresh farmers' products. It's great to see this positive move, and we are offering you a small taste of it in this present new issue of MICE CEE.

Yours sincerely,

**Zuzana Adamson, PhD.**

Publisher

[zuzana.adamson@mice-cee.com](mailto:zuzana.adamson@mice-cee.com)

### 6 NEWS FROM CEE

#### *Go Czech Republic*

#### 10 PRACTICAL INFO

#### 11 ECONOMIC INFO

#### 12 EXPERT INSIDE VIEWS

**Why choose the Czech Republic for your next MICE event?**

**Buyers & Representatives Talk**

#### DESTINATION PRAGUE

**14 Prague: Shining star in the MICE sky offers new and hip venues**

**19 Art Nouveau in Prague**

**20 Near Prague but Far from the Madding Crowd**

#### GREAT DMC AGENCIES

**22 AGL Travel AGROLEX, Lenka Papešová**

**Prague Events, Martin Limberský**

**AIM Group Prague, Tereza Havlásková**

#### CITIES & REGIONS

**24 Discover... The Usti Region**

**28 Liberec Region: Sports activities, Ještěd TV Hotel and Centre Babylon**

**32 Písek: a city in the South Bohemia**

**32 8 raisons why to meet in the VYSOCINA Region**

**33 The Zlin Region: a „nutritional land“ for your meetings**

**34 Time for... Brno**

**36 Ostrava: a city full of colours**

#### INTERVIEW

**26 With Jiri Horcic, Sales Manager at Autodrom Most**

**35 With Tereza Vasickova, Director of Sales, Marriott**

#### HOTELS & VENUES

**17 Karlin Forum Prague**

**19 Hotel Kings Court Prague**

**21 Hotely Akademie**

**25 Autodrom and Polygon Most**

**26 Hotel Vetruse Usti nad Labem**

**29 Hotel Imperial Liberec**

**31 Centrum Babylon Liberec**

**32 Interhotel America Písek**

**35 Courtyard by Marriott Brno**



# CEE

## CONVENTION BUREAUS

- 27 North-West Convention Bureau
- 32 Vysočina Convention Bureau
- 36 Ostrava Convention Bureau

## ACTIVITIES

- 38 Crazy & Funny Incentives in the CEE Regions

## *Wow! Hungary*

## EXPERT INSIDE VIEWS

- 41 Why choose Hungary for your next MICE event?

## DESTINATION BUDAPEST

- 42 Budapest: Visitor Numbers See Rapid Rise
- 45 4 great new venues in Budapest

## CASE STUDY

- 47 General Assembly of an IT Consulting Company

## HOTELS & VENUES

- 43 Hotel Benczúr
- 45 Spoon Restaurant and Boat
- 47 Continental Hotel Budapest

## MICE & INDUSTRY

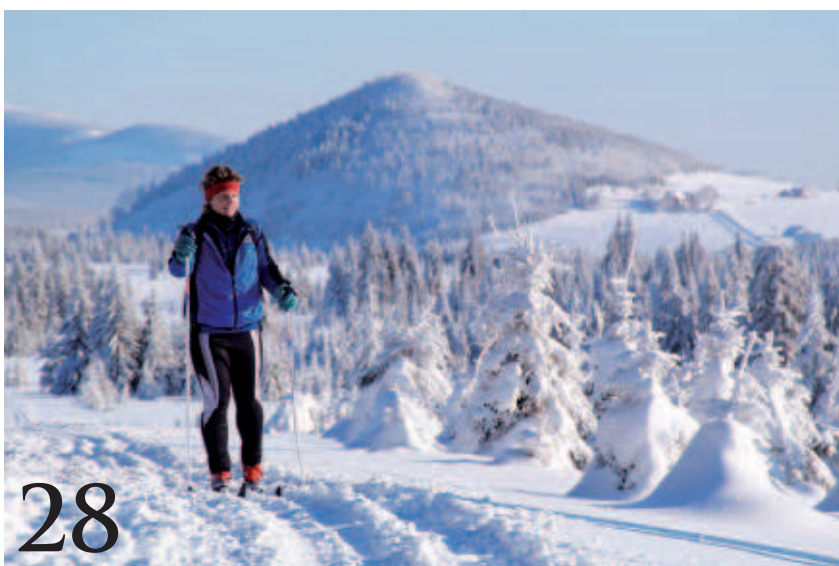
- 50 DUBAI: great location for your MICE events
- 52 Interview with Graeme Barnett, Senior Exhibition Director of IBTM
- 55 ITB in Singapore
- 56 Eventex in Dublin
- 59 A.C.E. of MICE in Istanbul

## LIST OF...

- 57 MICE EXPOSITIONS 2016/2017

## PLUS+

- 13, 18 22 Qualities that make a great Leader
- 39 Great Thoughts on Success



**MICE CENTRAL & EASTERN EUROPE** ■ Registration MK ČR E 17637 ■ **Publisher & Managing director:** Zuzana Adamson PhD., Ondříčková 14, 130 00 Prague 3, Czech Republic, IČO: 74326481 ■ **Contact details:** TEL: + 420 731 232 049, E –MAIL: zuzana.adamson@mice-cee.com, WEB: www.mice-cee.com ■ **Cooperation:** Steven Adamson, Agnes Teket ■ **Contributors:** Jana Collins ■ **Photos by:** Steven Adamson, Wikimedia, Shutterstock, Aron Brand, Andre SR, Yuri Arcus, Andrey Popov ■ **Layout:** Patrik Lapač, Petra Růžicková and www.soliter.com, Prague ■ **Date of Publication:** September 2016

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# IS THE CEFC (CHINA ENERGY COMPANY LIMITED) GOING TO BUY ALL OF PRAGUE?



The company recently bought the Mandarin Oriental Hotel. The CEFC Investment (Europe) Company has recently invested in the Czech Republic massively. Since the end of 2015, it has acquired a 60% share in the soccer club Slavia Prague, a stake in the aviation company Travel Service, which is a co-owner of Czech Airlines, so the CEFC now participates in the ownership of the Czech national carrier CSA.

CEFC has also invested in Czech media – Medea Group and Empressa Media. Since the end of 2015, CEFC has bought the Martinic Palace in Hradcany, the Zivnobanka building in the centre of Prague, and acquired the brewery Lobkowicz. The company has also acquired a majority share in the online portal for travel, Invia. The company is led by people who were appointed at the age of 26 years and who only have bachelor's degrees in humanitarian studies and experience in non-profit organizations. They are now managing and directing an enormous business consortium.

The interest of the Asian region in the Czech Republic and Prague has been growing. More and more visitors are from Asia, whether for tourism or business. Prague and its airport are becoming the gateway into the region for Asian visitors. Korean Air now has an ownership stake in Czech Airlines as well. CEFC already owns one hotel in Prague – the five-star Le Palais Art Hotel in Vinohrady. Recently, the company also bought the Mandarin Oriental, which is located in the Mala Strana district of Prague. This gorgeous five-star hotel was built on the site of a former Dominican monastery from the 14th century and has 99 rooms ■

## A Renaissance of Czech regions for MICE

During 2015 in the Czech Republic, new congress venues were opened throughout the country, with a cost of more than 700 million crowns. Amongst the largest venues belongs the „Hall Orpheum“ in the Grandhotel Ambassador of the National House in Karlovy Vary, with a congress capacity for 700 people. The 4-star hotel Grandhotel Ambassador, located in a beautiful reconstructed Art Nouveau building, offers accommodation capacities in 83 Superior rooms. In the northern city of Liberec, in the Clarion Grandhotel Zlatý Lev, a

new congress hall „Anton Worf“ was constructed, with a capacity for up to 400 delegates. This Autumn 2016 there will be the opening of a new Marriott in



Brno, and it will offer congress capacity for up to 400 persons with 201 luxury rooms on 15 floors, located in Brno's premiere business park adjacent to the Spielberk Tower ■

## NEWS from CZECH AIR TRANSPORT

In June 2016, China Eastern Airlines launched regular operations of its Shanghai – Prague route. The



Airbus A 330 – 200, accommodating 262 passengers, services this new route three times a week (on Tuesdays, Thursdays and Sundays). Travel Service air carrier has announced that it is preparing to launch operations of its new regularly scheduled route between Prague and Muscat (Oman), which will operate under the SmartWings brand. Effective October 2016, the new direct route will be operated 4 times a week.

Additionally, other new openings connecting Prague to the world include: Czech Airlines launched a new direct connection between Prague and Beirut (Lebanon) that serves two times a week. Starting July 2016, CSA has initiated direct flights to Ryad (Saudi Arabia). Swichuan Airlines has opened another regularly scheduled route between Chengdu (China) and Prague. And Norwegian is opening also a new route starting in November 2016. It will fly two times a week between Prague and Staranger (Norway) ■

## X Bionic SPHERE on the Danube

X Bionic SPHERE, a newly created large multifunctional resort, represents a whole universe of sports, leisure and innovation, created in partnership with the global premium sport brand X-Bionic. This unique multifunctional complex is located not far from Vienna, Austria and not far from Bratislava, Slovakia, next to the small city Samorin on the Danube River in western Slovakia.

The resort covers 100 hectares, and offers 1850 seats in its main congress center. The 2 large Halls can accommodate up to 600 people. Together the resort offers 12 conference rooms and 16 600 places for spectators watching sports events (outdoor). The X Bionic SPHERE boasts some of the world's finest sport training facilities offering professional conditions for 27 Olympic sport disciplines. The on site hotel offers 282 rooms ■



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## “TAKE ONE!": Film productions across the Czech Republic

Several big film productions have been shooting in studios and on locations in the Czech Republic in the second half of 2016. They have been filming mainly historical TV shows. In the Bohemian Paradise, the land of beautiful landscapes full of mystical meanings, where many Czech fairy tales were filmed, a film production has been shooting the TV show *Britannia* for the British TV channel Sky, with more than 8000 local extras involved. This ten-part epic takes place in the time of the Roman Empire in the 1st century AD, when the Romans invaded the territory of today's Great Britain. This TV show features many characters wearing historical costumes as well as all of makeup and effects included in portraying mythical druid women. Another large-scale TV show entitled *Knightfall* for the History Channel was filmed in Dubrovnik in Croatia the first week of production and then moved to the Czech Republic for more than 5 months.

*Knightfall* takes place between the 13th and the 14th century and it is the story about the persecution and fall of the order of Knights Templar. The filming locations are very romantic: Tocknik Castle, Pruhonice, or Doksany near Lake Macha. The production built the interior decorations and a huge stage set of historical Paris in Barrandov studios in Prague. Both productions are going to spend more than 2 billion CZK in the Czech Republic.

But this is not all. It seems that the Czech Republic is increasingly popular for filming productions. According to Ludmila Claussova from the Czech Film Commission, this popularity increase is due to various locations that our country offers and also creative and craft professions – from stage setting and building decorations to costumes and the creation and building of props. The filming of the television series *Génius* for the National Geographic Channel is taking place from the end of the summer to February 2017. The first part will be about Albert Einstein and it will air in the Spring of 2017 in 171 countries and in 45 languages. There are also German and Swedish productions in the Czech Republic at the moment, Bollywood is filming a romantic road movie called *The Ring*, starring the Indian movie star Shar Rukh Khan, and a Hong Kong production is filming an action movie called *Adventurers*. This production chose the famous spa town Karlovy Vary and also Chateau Lednice and Bouzov Castle ■



## ICCA Congress 2017 in Prague

In 2017 Prague will host the ICCA congress. It will welcome about 1,200 delegates from the MICE industry worldwide, who will stay in the Czech capital for 5 days. The ICCA jury had a hard time in choosing the right city for their event in 2017: between St. Petersburg (Russia), Gdansk (Poland) and Prague (the Czechia), each with their own unique character, it was not an easy choice. Prague won thanks to its plans for the modernisation of the congress centre. The ICCA congress always draws the attention to the city, and also to the country, as a great MICE destination ■

## BUDAPEST:

### A magnificent project of museum quarter

Until the summer of 2019, Budapest should have a new museum quarter, which should attract more international tourists. The commissary of this project László Báán stated in the parliamentary committee that the project, costing 200 billion forints, should attract approximately 300 000 more tourists every year, which would help the city compete with other popular European destinations, such as Prague and Barcelona. The investments should return within 15 years.

In the area of city park near the Heroes' Square there is a ZOO, thermal spa Széchenyi and four museums. The project's goal is to renovate the premises and build a new national gallery, museum of music, ethnographic museum and national restoration workshops and storages. There will also be a theatre, which used to be at that place in the past. However, opposition critics, some architects, ecologists and local citizens claim that the whole project is political, unnecessary and too expensive and that it will limit the green areas in the capital of Hungary ■



# GO CZECH REPUBLIC



IF YOU LOOK AT THE CLOCK,  
CAN YOU TELL ME WHAT TIME  
IT IS? NO? NEVER MIND. IT IS  
ALWAYS THE RIGHT TIME FOR  
DISCOVERING SO MANY HEARTS  
IN THE HEART OF EUROPE.



#### AREA AND LOCATION

The Czech Republic extends over an area of 79,000 square km in total and is located in Central Europe. It has approximately the same size as Austria or Ireland. The Czech Republic is divided into three parts: Bohemia in the west, Moravia in the east and Silesia in the north-east. The country is divided into 14 regions, the largest being the Central Bohemian Region.

#### BORDERING COUNTRIES

Germany (646 km), Poland (658 km), Slovakia (215 km) and Austria (362 km).

#### CITIES

Praha (Prague) is the capital city with a population of 1,188,126 inhabitants. The other big cities include Brno (400,000 inhabitants) which is the capital of Moravia, Ostrava (319,000 inhabitants), Pilsen (170,000 inhabitants), Olomouc (about 101,000 inhabitants) and Liberec (98,000 inhabitants).

#### CLIMATE

The Czech Republic has a mild climate and has four seasons. The highest mountain is Sněžka (1,602 m AMSL), situated in Krkonoše and with an average yearly temperature of 0.4 degrees, while in the lowlands in Moravia, the average yearly temperature is about 10 degrees C.

#### AREA CODE

+420

#### CURRENCY

The Czech Crown (CZK), in Czech "koruna".

#### DISTANCES

Prague is situated 340 km from Berlin, 290 km from Vienna, 336 km from Bratislava and 535 km from Budapest.

#### IMPORTANT TELEPHONE NUMBERS

General emergency line 112  
Police 158  
Municipal Police 156  
Ambulance 155  
Fire Service 150

#### INTERNATIONAL AIRPORTS

Prague Ruzyně Airport [www.prg.aero](http://www.prg.aero)  
Brno Airport [www.airport-brno.cz](http://www.airport-brno.cz)  
Carlsbad Airport (Karlovy Vary) [www.airport-k-vary.cz](http://www.airport-k-vary.cz)  
Ostrava Airport [www.airport-ostrava.cz](http://www.airport-ostrava.cz)  
Pardubice Airport [www.airport-pardubice.cz](http://www.airport-pardubice.cz)

#### LANGUAGE

The official language is Czech. Especially in the bigger cities, however, people understand English.

#### MOBILE OPERATORS

T-Mobile, Vodafone, Telefónica O2.  
The mobile connection is available almost everywhere.

#### NATIONAL HOLIDAYS

1<sup>st</sup> January: Czech Independence Day, 8<sup>th</sup> May: Liberation Day, 5<sup>th</sup> July: Day of the Slavic Apostles Cyril and Methodius, 6<sup>th</sup> July: Jan Hus Day, 28<sup>th</sup> September: Day of Czech Statehood, 28<sup>th</sup> October: Independent Czechoslovak State Day, 17<sup>th</sup> November: Struggle for Freedom and Democracy Day.

#### VACCINATION

No special vaccination is necessary prior to visiting the Czech Republic. If you are planning on staying in forest areas, vaccination against ticks is available.

#### POLITICAL SYSTEM

Parliamentary democracy.

#### POPULATION

10,200,000 inhabitants.

#### POWER NETWORK

230 V/50 Hz, two-pronged plug with safety pin.

#### PRESIDENT

Miloš Zeman since 2013

#### RAIL TRANSPORT

The international and national rail network: [www.cd.cz](http://www.cd.cz)

#### ROAD TRANSPORT

BUS: [www.studentagency.cz](http://www.studentagency.cz), [www.eurolines.cz](http://www.eurolines.cz)  
RENT A CAR: [www.hertz.cz](http://www.hertz.cz), [www.holidayautos.cz](http://www.holidayautos.cz)

#### SMOKING

Smoking is prohibited in all public places, such as bus stops, sports facilities, stadiums, trains, offices or schools. In restaurants, smoking is allowed only in designated areas. Tobacco is sold to customers over the age of 18.

#### TAXIS

Taxis can be hailed in the street or booked over the phone. However, especially in Prague, it is advisable to order taxis in advance. The AAA taxi company provides a very reliable service: 221102211, 14014 (from Prague).

#### TIME

Central European Time (GMT + 1 hour), Summer Time applies from March to November: GMT + 2 hours.



# TRAVEL INDUSTRY STATISTICS

According to the statistics of the Ministry of Regional Development, 10 893 000 visitors came to the Czech Republic in 2015, which is an 8,7% increase in comparison with 2014. There were more than 14 million one-day visitors, mostly from Germany, which is a 9,3 % increase in comparison with 2014. This growth trend is very positive; overall it represents a 9% increase in all groups of international visitors. On the other hand, these tourists are generally spending less money: 5 % less in total, and with one-day visitors the decrease is even more severe, with 14% less than in the previous year. International visitors spent in total 100 EUR per day per person (including accommodation and travel expenses) in 2015. Most of the international



visitors were from Germany, followed by Slovakia, Italy, United Kingdom and Russia.

Fortunately, however, business trips made up approximately 17 per cent of all the incomings. The most visited regions still Prague and its environs, followed by the South Moravian and the Karlovy Vary regions. International tourists visited mostly Prague (74%) and then Brno (5%). Professionals in the Czech Republic will probably find it interesting that more and more people travel individually – 91%! And only 9% of tourists came with package tours ■

## THE ECONOMY

According to the Czech Statistical Office in 2015 the Czech economy grew by 4.3 percent. As expected, this increase was driven by the manufacturing industries, such as automotive, plastics and food. Additionally, the service sector and construction industries contributed to the growth as well. As for domestic demand, household consumption and investment activity were the most influential factors, though their impact faded towards the end of the year. The Czech economy was also positively influenced by international trade, proving that the Czech market is capable of competition on a global level.

Experts predict that economic growth will slow down this year. Regarding the unemployment rate, it averaged 6.5 percent in 2015. Average monthly wages were not higher than €1000 per month. However, only one third of those who were employed actually reached this sum. We are not sure whether to celebrate or to hit the streets. The average salary in the Czech hospitality industry was €500 per month. In 1989 (after the Velvet Revolution) the Czech Republic joined the world economy as a second class citizen and it seems to have remained in the same place ever since ■

## MICE STATISTICS

According to CzechTourism, there were 154 international association congresses and meetings in 2015 with more than 80.000 participants, which is a record number for the last 10 years. Overall statistics demonstrate that there are more and more MICE events in the world and despite all of the modern technology, “live” meetings are increasingly important. At the same time the Czech Republic moved two places up in the rankings of countries issued every year by ICCA (International Congress and Convention Association), so it is now in 25th place. Prague itself ended up as the 11th city with the most international association congresses held, which is one place lower than in 2014.

According to the statistics of the Czech Statistical Office concerning domestic congresses and incentive tourism, there were 12 788 events in the Czech Republic and the number of delegates went up to almost 1,5 million. More than a third of all the events took place in Prague, more than 200 000 delegates visited events in the South Moravian Region and more than 100 000 delegates participated at events, meetings, congresses and conferences in the Olomouc Region. The Moravian-Silesian Region, the Plzeň Region and the Vysočina Region had more than 70 000 delegates in 2015. During this year the number of events increased by 22,4% in comparison with 2014 and the number of participants increased by 1,4% ■

# Why choose the Czech Republic for your next MICE event?

We asked several professionals why the Czech Republic should be in your „Hot List“ of destinations when planning your next meeting, congress or conference. What makes the Czech Republic such a great MICE destination? And what makes Prague such an attractive city for foreign visitors?

■ By **Jana Collins**



**Klaus Pilz,**  
*Regional Director  
of Vienna House  
Czech Republic*

What other country is easy to reach internationally,

offers great “value for your money”, and belongs among the TOP 10 safest countries on Earth? The Czech Republic is a modern and dynamic destination with natural beauty, where you can touch and feel history everywhere. Explore Prague, the capital city that belongs among the most beautiful cities in the world. Hold your event in Pilsen, the capital city of Czech beer, or let yourself be pampered in the capital of Czech spas, Karlovy Vary (Carlsbad). There are so many historical sights that it is impossible to name them all. The country has an excellent infrastructure and friendly locals. It is no coincidence that it hosts many international and local events, such as fairs, festivals, or concerts.

This country never sleeps, so after your day in the meeting room, you can explore the hidden treasures of this destination, for example the “Náplavka Embankment” in Prague or the local brewery in Pilsen, you can drink the miraculous spring water in Karlovy Vary, or you can, as a team, leave your imprint here by taking part in non-profit activities, such as feeding animals at the ZOO or helping plant trees. The Czech Republic has much to offer to you and your guests.



**Marek Škvor,**  
*Director of Hotel  
AKADEMIE Naháč*

The Czech Republic has some advantages that make the country

very attractive for international event organizers. The strategic location in the center of Europe, gorgeous landscapes filled with many attractive historical landmarks and sights, quality infrastructure and a great value for money ratio – this is a list of its generally well known advantages. But for me personally, I see the reason for visiting the country in the people. We are very warm and welcoming, peaceful, and not aggressive or confrontational in our approach to the others. The Czechia is a quiet oasis with a very high level of security. Let us invite you to the Czech Republic to try our top quality services in the hospitality sector. We stay up to date on the trends in services, and we are pleased that we are able to give to our guests services on a top European level. The group ZFP Hotely running Hotely AKADEMIE has been a specialist in events for ten years. The complete service and individual approach to our price policy is a norm for us. The location of our hotels in the Central Czech, South Moravian and Central Moravian regions offer a variety of solutions for small and mid-size companies. Welcome in the Czech Republic.



**Ing. Nina  
Urbankova,**  
*OSTRAVA  
Convention  
Bureau*

Our diverse and small country in the heart of

Europe has all of the prerequisites for MICE growth and development. First of all, it is its geographical location that makes the country attractive, especially for international events. The Czech Republic is very easily accessible not only thanks to Prague Airport, but there is also a network of airports in the regions. More and more air routes have opened, and offer connections with new destinations. For example, Ostrava Airport has offered two new destinations starting this year 2016: Dubai and Milan. Yes, the Czech Republic – it is, of course, Prague. But there’s much more than this. Definitely it is worth your attention to go to see what can be found outside the borders of the capital city. You may be very positively surprised. The variety of the offers of convention venues and incentive programmes, it is another strong point that plays in favor of the Czech Republic. You can find everything in a relatively small area: so one day you can admire romantic castles in South Bohemia, the next day you can spend winetasting in the middle of the Moravian vineyards, and then you can be wowed by industrial sights in Northern Moravia.





**Motaz Othman,**  
*Publisher and  
Event Organizer,  
MICE Middle East,  
JORDAN*

My first visit  
to the Czech  
Republic was

back in 2008 when I exhibited at the MADI Travel Mart. However, even before my visit I had always heard from my friends in the Middle East, from both MICE and Leisure Travel, how happy they were and satisfied with their visits.

Back to my visit, Prague is really like an open museum, wherever you go in this wonderful city you can smell the history, the green meadows, rivers and its buildings – all of these are part of the attractions that make Prague a city where any visitor will feel at home, or better than home.

I found in Prague friendly, educated and professional people in the meetings industry. Together with its central location, infrastructure, venues, hotels, restaurants, spas and a lot of incentives, it is rightfully considered to be one of the best in Europe and the world. Prague has many unique historical halls for all kinds of meetings. Your buyers and sellers will feel very comfortable and satisfied, I believe. Back to my first visit, we took a car to Karlovy Vary where millions have visited to enjoy its wonderful weather and mineral hot springs and spas. It was a very special visit for me. We felt the warmhearted hospitality of the local people as well as its celebrated warm and healthy waters. For sure you will be satisfied as well with the food there. In Czechia you can have the best and healthy dishes created by professional Chefs. The Czech Republic is a country that you will never feel a stranger in, and I am confident you will enjoy every minute, as I did.



**Martin Brossollet,**  
*TV writer and  
commissioning  
editor for the  
Belgian public  
network RTBF,  
PARIS*

As a writer, I am always looking for inspiration, stories, new people and new places. And Prague is on the very top of my rejuvenating locations.

Prague is among a few cities that transport you through time as you go from one block to the next. And it is a place where you feel safe and happy alone or with family, friends and colleagues. It is a vibrant, cultured town, with terrific value for your money, comfortable and modern accommodations, museums, parks, romantic walks and restaurants.

It seems important nowadays that many cities look the same, to gather in a place that is both unique and welcoming. The people are friendly and enthusiastic about their heritage. And it shows in the care they put into their landmarks, their wine and their cuisine!

So when I imagine people from all over the world meeting in one place for seminars, lectures networking... and shooting films, what better city than Prague? As the work day ends you know the city is waiting for you, to fill you with its energy, to remind you about joy, beauty and leave you with pleasant memories. Catch an exhibition, walk along the river, dine in a Czech restaurant, shop in its pretty malls, visit the Castle or snack on the square, listen to live music in a tavern, the choices go on and on. And if you can grab a few of those overdue vacation days, all the better: the Czech capital will stay with you forever.

## 22 QUALITIES THAT MAKE A GREAT LEADER I.

1. FOCUS
2. CONFIDENCE
3. TRANSPARENCY
4. INTEGRITY
5. INSPIRATION
6. PASSION
7. INNOVATION
8. PATIENCE
9. STOICISM
10. WONKINESS
11. AUTHENTICITY

*(From James Roger Hamilton's  
Entrepreneurs Institute)*



# Prague:

SHINING STAR IN THE MICE SKY OFFERS NEW AND HIP VENUES

■ By **Zuzana Adamson**

**R**omantic and magical Prague confirms every year its position as a non-stop shining star in the international MICE sky. Based on statistics, provided by the ICCA (International Congress & Convention Association) documenting the number of international associative congresses, for the year 2015, the Czech capital reached the enviable position of 11th of all cities worldwide.

The city is proud of such a good position and all the organisations active in the MICE industry – coming from both governmental and private sectors, are working hard on the improvement of infrastructures, services and promotions; they believe that Prague can do even more as we move forward. In fact, they would love to see the magical city on the River Vltava break into the TOP 5 in Europe. Will they be able to accomplish this bold and ambitious plan?

## OPT FOR MODERN VENUES

The largest venue in the city is the O2 Arena that can hold an event for up to 18,000 people. Another one, the Incheba Expo offers a congress spaces for 8,300 persons

and the Tesla Arena can organize a congress for up to 1.600 people.

But there are new, modern and exciting venues where you can organise your MICE conferences and events, more sexy and hip. For example the Forum Karlin, located in the refurbished premises of a historical boiler industrial manufacturer once operated by Ceskomoravska Kolben & Danek (CKD) to supply modern steam boilers throughout the Austro-Hungarian Empire. It has a state-of-the-art multifunctional auditorium that is big enough for up to 3,000 people. Located in the modern quarter of Karlin, it creates an alternative for the organisation of cultural, social and special events.

Slovansky Dům (Slavic House) is located in the centre of Prague not far from the Municipal House and offers 1,200 square metres of conference and event spaces. You can organise your event in the Big Hall, Small Hall, and use its galleries and foyers. In the surrounding neighbourhood, there are many hotels of every level and the historic centre of the city with the famous Old Town Square is just a few minutes away by foot.





O2 Arena



## BOOM OF 5-STAR HOTELS IN PRAGUE

In the Spring of 2016, the new luxury hotel Occidental Praha Wilson was opened, offering 53 luxury rooms. The hotel is a part of the hotel conglomerate Barceló Hotels & Resorts, originally founded in Spanish Mallorca, that currently run 5 properties in the Czech Republic, with plans to expand further into metropolitan European cities. The target market are demanding people both from leisure and business tourism, who are searching for comfortable and distinctive luxury accommodations in city centers.

It seems to be a trend now in Prague to target this profile of demanding foreign visitors, whose numbers have dramatically increased in the last several years. In 2015, there were about 1 million foreign guests accommodated in 5-star hotels in Prague, out of a total

of 5.8 millions guests accommodated in hotels of all categories in the Czech capital.

So it's no surprising that investors see a very large and lucrative potential in 5-star properties. According to Gilles Clavie, director of Orbis, who manages acquisitions for the Accor group in the CEE region, the market in Prague is very lively and promising. This is a large part of the logic behind Accor's decision to transform the 4-star Old Town, located in Prague 1, into a 5-star Sofitel. There are now 43 5-star properties in Prague, offering 5,300 rooms. If in the past few years the number of guests coming from Russia has diminished, they have now been replaced by visitors coming from the U.S. and Asia.

Long term, it is the Asian market that investors in these new 5-star properties are looking at. These clients are more and more demanding, especially guests coming







Charles Bridge, Malá Strana



TV Tower Žižkov

#### OUR TIP – DON'T MISS

There is a new HIT in the city. **TRDELNIK (CHIMNEY)** is a cake and sweet pastry that has been updated. You can now have chocolate chimneys, chimneys stuffed with whipped cream, ice cream or even frozen yoghurt. They can be found everywhere, though you might wait in line for this sumptuous “fashionable trend.”



Slavic House

from South Korea and China, who are increasingly looking for 5-star hotel accommodations. Additionally, the 4-star hotel segment has become more competitive, as there are more than 200 properties in Prague alone. It's easy to see why investors have turned their sights toward 5-star hotels. No doubt, Prague will be seeing an uptick in the exclusive 5-star market in the near future. These new 5-star hotels will mainly be located in the center of Prague. Already there are 2 new projects of transformation of buildings into new 5-star properties. In the coming 2 to 3 years, the number of 5-star hotel rooms should increase by between 500 to 600 luxury rooms.



## NÁPLAVKA: TRENDY HUSTLE AND BUSTLE AT THE RIVERSIDE

Do you like to step into the local culture and have the opportunity to visit some hip places, enjoy their atmosphere and to do some networking with your colleagues in the open air? If you would like to be near the river in the center of Prague, you can take a walk from the National Theatre with the river on your right, in the direction of Vyton and Vysehrad. At the Manes Exposition Hall, you can descend just to the boardwalk along the river where evening and night life culture bring together local people with tourists and non-conformists. The place is called Naplavka. It is also the location of a very popular farmers market during day. There are a lot of converted boats that serve as local restaurants, cafés, bars and dancing spaces. In the evening when the sun goes down this area wakes up and you can enjoy romantic moments, have a glass of Czech beer and sit near the river or on a boat gently undulating with the rhythms of the Vltava River below you while enjoying the view of the magically lit Prague Castle ■



## FORUM KARLÍN

PERNEROVA 53  
PRAGUE 8 – KARLÍN, 186 00  
CZECH REPUBLIC

[WWW.FORUMKARLIN.CZ](http://WWW.FORUMKARLIN.CZ)

Forum Karlin is a new art venue, which was opened at the beginning of June 2014. The venue is located in the close proximity to the city center of Prague – Karlín, a fast-expanding quarter of the city.

Forum Karlin is a multifunctional venue suitable for organising congresses, gala dinners, culture and social events.

### QUICK FACTS

<b>Venue Type</b>	Multifunctional hall
<b>Location</b>	Prague – Karlín, close proximity to the city center
<b>Style</b>	Modern art venue
<b>Capacity</b>	Galadinner (250-1100 pax) Party (250-2000 pax) Concert (standing up to 3000 pax, seating up to 1800 pax) Several small meeting rooms
<b>Area</b>	Indoor 3000 sqm, Outdoor 1000 sqm
<b>Accessibility</b>	5 minutes drive from the city center 1 station by tram or underground from the city center





## 22 QUALITIES THAT MAKE A GREAT LEADER II.

12. OPEN-MINDEDNESS
13. DECISIVENESS
14. PERSONABLENESS
15. EMPOWERMENT
16. POSITIVITY
17. GENEROSITY
18. PERSISTENCE
19. INSIGHTFULNESS
20. COMMUNICATION
21. ACCOUNTABILITY
22. RESTLESSNESS

(From James Roger Hamilton's  
*Entrepreneurs Institute*)

# Famous Cafés

## 5 BEST CAFÉS in Prague



### 1 Café Louvre

This café, located in Prague's Národní Street with a French name, is a popular spot for meetings of politicians, artists and journalists alike. It offers excellent food, including plenty of vegetarian specialities, Czech cuisine and grilled meat. Aside from up-to-date daily press, it also provides plenty of amusements to keep you entertained: five pool tables, chess boards, dominoes and a unique memory game entitled "Louvre". The atmosphere is always buzzing. Premises can be hired out for MICE events.

### 2 Grand Café Orient

Its interior is decorated in style of Czech Cubism, a significant Czech artistic movement within the 1920's avantgarde. The café is located on the first floor of the House at the Black Madonna. The building itself, not far from the Municipal House, is regarded as an architectonic curiosity. The charming café serves the Czech, or Central European, speciality, apple pie (or strudel as it's known as locally) - a cake made from filo pastry with an sweet, apple filling.



### 3 Imperial Café



The beautifully designed interior, with yellow-and-white mosaic tiled designs featuring throughout, and a friendly, approachable staff lend this café its infectious atmosphere. Rather than a meeting place for artists, this place is frequented by businessmen and office workers, while in the mornings, tourists, staying at the five-star hotel located above the café, come down to enjoy their breakfasts here. The venue can be available for private events and can hold up to 300 persons.

### 4 Cafe Savoy

The Café Savoy restaurant and coffee bar evokes the atmosphere of the cafés of the First Czechoslovakian Republic (which means 1918 – 1939). Its remarkable interior is dominated by a listed Neo-Renaissance ceiling dating back to 1893. It is a popular meeting place for people in public life in Prague, artists, business people and politicians. The restaurant's on-site bakery offers fresh confectionery and bakery products on a daily basis.

### 5 Costa Coffee

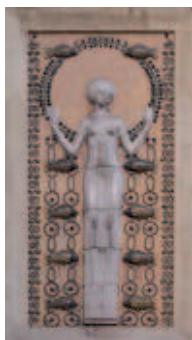
The Costa Coffee brand has become very popular in Prague, and in the Czech Republic. You can now partake of your favorite „brew“ in one of the 31 Costa cafés in the country, 26 of them located in Prague. The history of the Costa brand dates back to 1971. It is a British multinational coffeehouse company headquartered in Dunstable, Bedfordshire, and a wholly owned subsidiary of Whitbread. It is the second large coffeehouse chain in the world behind Starbucks.





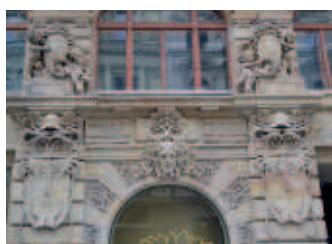
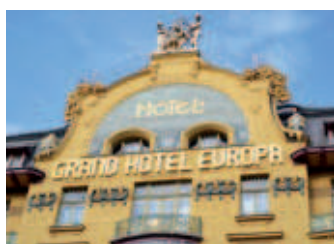
# Art Nouveau one style

Prague is a European city where we can find a lot of buildings constructed in the style of Art Nouveau, and the geometric style of the secession in Vienna. In fact, these styles expanded between the 19th and 20th centuries throughout Europe. Behind this expansion, there was an effort at a unification of European cultures, with the help of one common artistic



# in Prague: for Europe

and splendid look coming from usage of quality natural materials – in Prague, Budapest, Vienna, Brussels, Paris and more. Prague was a part of the Austro-Hungarian Empire until 1918, and we can see this unifies artistic approach in Europe's large cities that possess the similar charm of these mentioned art styles. In Prague, among the most beautiful buildings of Art Nouveau, belong Palace Topič, Palace Pojistovna



style at that time. It is very visible when we admire the gorgeous buildings with ornamental motifs, sculptures of beautiful naked bodies, many flower motifs, an harmonic layout between the left and the right parts, a geometrical

Praha, New City Hall, The Shopping centre U Novaku, the Municipal House, Hotel Central, the main Railway Station (on the Cover page of MICE CEE), and the Grand Hotel Evropa ■

## HOTEL KINGS COURT – A RENDEZVOUS WITH PRAGUE'S HISTORY, MODERNITY & LIFESTYLE



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- 👑 ideal location in the city centre, few steps from metro or tram station
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- 👑 valet parking

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# Near Prague but Far *from the Madding Crowd*

**M**ore and more MICE event organizers are looking for unusual places and venues. We want to reward and inspire our employees and see them working with enthusiasm and energy. Among many options, you can choose interesting resorts near Prague where original teambuilding programmes can be created. The new environments that these event venues offer can make a team grow together and let it experience things that are not possible to find in the city. And another strong point – if you choose the centre of Prague, you risk that your delegates will be too easily distracted from the venue, to discover the beauties of the city. In the countryside, you don't face this risk. Some great places for MICE events are located less than one hour from Prague.

**Hotel Akademie Nahac**, which belongs to the ZFP Group, offers conference facilities for up to 160 people (Theatre setting). The hotel will provide for all of your event needs, including attractive packages with entertainment programmes. The hotel's conference facilities were renovated in 2014. The hotel restaurant can host up to 200 people, plus another 30 in the garden. The nearby PARK Nahac offers various sports and teambuilding activities on its 5,000 square meters grounds; you can enjoy its climbing centre with 11 hurdles, a paintball arena in the forest with natural hurdles, a maze, a track for quad bikes and organize various games, including bridge building. Sporting activities such as archery, badminton, basketball and volleyball, laser tag games, and much more are available for your delegates' active enjoyment.



**The 4-star hotel and resort Aquapalace Prague** offers modern conference facilities with the most up-to-date technology directly connected to its wellness centre and water park, where you can easily combine business and pleasure. The hotel includes a 500 square metres conference room for conventions, meetings, presentations, trainings and incentives. You can also choose an accompanying programme – Underwater world, Sauna world or the Spa centre. The resort is easily accessible from the centre of Prague.



**The 5-star Spa Hotel & Forest Retreat Chateau Mcely** is "eco-chic" and offers a romantic atmosphere for various VIP events, unusual management meetings, celebrations and weddings. There are 23 luxurious rooms to splurge on. The chateau is located in the midst of a beautiful landscape in the middle of the magical St. George's Forest. Chateau Mcely is a beautiful resort located just under an hour's drive from Prague. It offers a sauna with an outdoor whirlpool, a natural lake, all within the confines of its manicured five hectare old-style English park, also suitable for various sports activities.





# HOTELY AKADEMIE

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## AGL travel AGROLEX



**Lenka Papešová,**  
*Managing Director*

### WHO WE ARE

AGL travel (AGROLEX) is a licensed Czech tour operating company

focused in MICE. We are inviting you to turn your attention just onto the Czech Republic and surrounding countries. Our professional staff consists of specialists in travel business and special branches. We cooperate with research institutes, universities and other well-established companies. We share our ideas with you to create the best scenario for your event.

THE CZECH REPUBLIC – LIKE A GOOD MOVIE: DO YOU WANT TO BECOME HEROES OF YOUR MOVIE?

### WHAT WE CAN DO

We offers complete services for any sized MICE, business and leisure groups: tailored and educational programs and services, incentives, conferences, corporate and industrial exhibitions, city tours and excursions, transport services, exclusive accommodation, visa support and events management. Create and manage programs for agriculture, ecology, architects, engineering, green buildings and IT.

### REFERENCES

HUVEPHARMA, DELACON, LYONESS, ST. MARY'S CHURCH USA, ADISSEO, AGRARIA UA, ABM TRADE, MPRO LT, TROUW NUTRITION, CHICAGO BROILER INC., BIOMEDICAL TECHNOLOGIES

### CONTACT DETAILS

AGL travel – AGROLEX, Ltd.  
Office: Jungmannova 6  
110 00 Prague 1  
Czech Republic  
T.: +420 222 231 010  
M.: +420 606 057 752  
E.: [mice@agltravel.com](mailto:mice@agltravel.com)  
W.: [www.AGLtravel.com](http://www.AGLtravel.com)

## Prague Events



**Martin Limberský**  
*Managing Director*

### WHO WE ARE

Prague Events is a leading professional organizer of meetings,

incentives, conferences and events in Prague and The Czech Republic. We are a one-stop shop for detail-oriented, custom event experiences with a deeply personal approach. Our local knowledge and connections with respected vendors allow us to deliver some of the most creative, "outside the box" experiences in the industry.

### WHAT WE CAN DO

We create individual moments of magic that turn into lasting impressions. Our team has the passion, experience and expertise to design and manage events of all sizes, while always keeping your vision at the forefront. Let us take care of every detail – from venues, dining and entertainment to accommodation and transportation, we are first and foremost a FULL-SERVICE agency.

### REFERENCES

SIEMENS, OKI, KPMG, FLEISHMAN HILLARD, ASICS, LG, THG SPORTS, HP, STILL, LAND ROVER, DPD, MERCK, AXA, NASPERS, NIHON KOHDEN, SUNTORY, BAYER, HOSPIRA, STEELCASE AND MANY MORE...

### CONTACT DETAILS

Prague Events  
Donovalska 808/17  
149 00 Prague 4  
Czech Republic  
T.: +420 603 751 268  
E.: [martin@pragueevents.com](mailto:martin@pragueevents.com)  
W.: [www.pragueevents.com](http://www.pragueevents.com)

## AIM GROUP Prague



**Tereza Havlásková,**  
*General Manager*

### WHO WE ARE

AIM Group organises over three thousand events and meetings every year.

Our team of nearly four hundred people, from over 25 countries, works out of 15 offices around the world to put an extraordinary depth and width of experience at your service.

### WHAT WE CAN DO

Despite our size, AIM Group still has a "small company" approach to client partnership. From the very start, we set out to understand the needs of each new client and learn their business and procedures. AIM Group is committed to helping its clients reach their goals, to personalising their event experiences, to providing an innovative environment, and to making a difference. At AIM Prague, we pride ourselves on our local knowledge, creativity and experience needed to ensure your event runs smoothly from start to finish.

### REFERENCES

Jigsaw, Strykermeeting, 800 delegates / External Launch Meeting Roche, conference 850 delegates / St Gobain 350 years Anniversary 2000 delegates / International Coach Czech Republic, z.s. ICF ČR congress / Netherlands Football Association, KNVB, U21 Slovakia

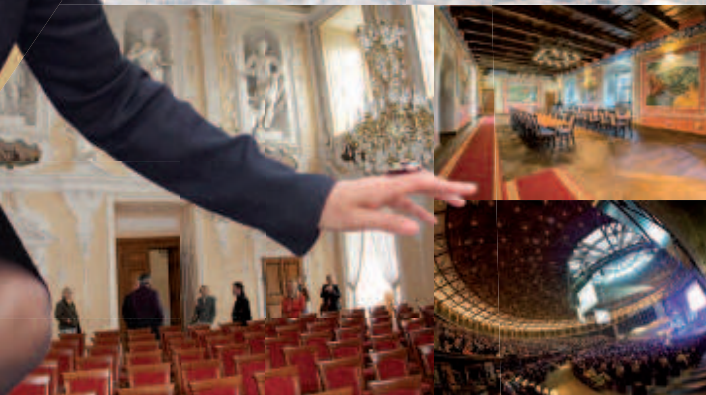


### CONTACT DETAILS

AIM Group International – Czech Republic  
Panská 890/7  
110 00 Prague 1  
Czech Republic  
T.: +420 284 007 340  
E.: [prague@aimgroup.eu](mailto:prague@aimgroup.eu)  
W.: [www.aimgroupinternational.com](http://www.aimgroupinternational.com)



# & CITIES REGIONS



THE CZECH REPUBLIC ISN'T ONLY  
PRAGUE BUT YOU PROBABLY  
KNOW THAT ALREADY.





# Discover... THE USTI REGION

**T**he Usti region, which is divided into four individual destinations: Czech central mountains (Ceske Stredohori), Bohemian Switzerland (Ceske Svycarsko), Lower Poohri (Dolni Poohri) and Ore Mountains (Krusne hory), has recently become the fastest growing touristic destination with the biggest increase of tourists per year. Each of these four destinations has different qualities and unique places of interest.

Usti nad Labem Region offers a wide range of possibilities for MICE organizers: quality infrastructure with conference centres and four-star hotels and resorts – many of which are brand

new or renovated – and a multitude of original and interesting activities that you would not find anywhere else (such as “Coal safari”, which is a jeep excursion into surface coal mines), dramatic hilly countryside, which is different in various parts of the region, the corridor of the river Labe with the sacred mountain Rip and picturesque Czech villages, local wines that grow on the northernmost vineyards in Europe, and sports infrastructure. And the Czech Republic is of course the land of beer, so you can visit the Dome of beer in Zatec. Here you would have the luxury of not knowing what to choose first, and every choice would be interesting. ■

## WHAT TO DO

### Trekking in the Bohemian Switzerland National Park

The National Park is located along the borders with Germany and together with Saxon Switzerland it offers extraordinary opportunities

rugged hilly landscape, beautiful views from the rocks, many possibilities for pedestrian and cyclist tourism, horse rides, golf and also boat trips on the river Labe – all of this you can find in this unique destination, which holds the title of the Czech Destination of Excellence.

### Adrenalin at the racetrack

The Autodrom Most and Polygon Most are easily accessible from Germany, Prague, Karlovy Vary, Dresden and from Poland. These fantastic facilities offers activities of motor sports and are great for corporate and family events for up to 700 people. The Autodrom Most currently organizes domestic and international races of motorcycles, travel vehicles, trucks, endurance races and sprint races.

not only for tourism. Local romantic countryside with its unique dramatic character enchanted Swiss painters in 18th century and it remains no less remarkable today. Folk architecture, the

## WHERE TO HOLD AN EVENT

### Litomerice Castle

A multi-purpose congress centre in the building of the former king's castle is located in the historical centre of Litomerice. It has a modern conference hall for 180 people with the possibility of connection to the Community Centre (room for 500 people).



### Chateau Decin

The chateau is located at the confluence of the rivers Labe and Ploucnice, in the town of Decin. In the chateau's library you can hold an event for 350 people. A conference can be connected with boat activities with the Labe Sailing Company (Labska plavební společnost).







# THE MOST DRIVING

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- The small polygon circuit not only for safety
- The large race circuit for adrenaline and motorsport
- Company events and tailor-made experiences
- Our VIP facilities for your VIP guests
- Lucrative partnership offer with Autodrom Most



- Possibility of using unconventional space - BARBUS and AUTOGALLERY





We talk with **Mr. Jiří Horčic,**  
**Sales Manager at Autodrom Most**

**1 Organizing an corporate event at the Autodrom. It must be unusual as well as exciting...**

The racing circuit is a specific type of entertainment – people generally do not experience it. It's a fact that when a company wants to organize an event here



# We moved the **Czech Truck Prix** to the first weekend in September

at the Autodrom Most, it is not just an event like others, but one where they experience their MICE event with the excitement of a moto sports all around them – amongst the activities they can experience are driving a racing car on the circuit, or on terrain, the security drive, the crisis drive – there are a lot of things that you can combine while organizing your MICE event.



**2 Why choose the Region Usti for our next MICE event? And where do your clients mainly come from?**

Speaking about the Region Usti, sometimes people have in their heads an image from history of a sad countryside with polluted air. But this old image of the region has nothing to do with the reality today. We have a great advantage in the fact that in the Usti Region, you can find both pristine mountains and water. The largest number of our clients come from Germany, Poland, from the homeland, and of course from Slovakia. That is the base, but we also have clients from the Netherlands, Hungary and Russia. We now have Asian

partners as well, and more there are clients coming from this part of the world.

**3 There are a lot of events and championships all year round at the Autodrom Most. What is your largest event of the year?**

The largest event at the Autodrom Most is the Czech Truck Prix. Every year, its attendance is about 100.000 people. Since we moved this premier racing event to the first weekend in September, we expect even more people to come each year. Our Czech Truck Prix is very popular with groups – clubs organizing the participation for their members, companies for the teams, auto companies for their dealers, but of course, we have many individuals and fans of the sport attending the event as well ■

## OUR TIP

### 4-star Hotel Větruše in Ústí nad Labem

This unique hotel is perched on top of a peak with incredible views of the city below, the Castle Střekov, the valley of the River Labe and the splendid surrounding countryside.

There is a fantastic funicular cablecar that runs directly from the hotel down to the shopping centre Forum (and also to the city centre). A quiet and peaceful stay, lovely food, a chic and luxury touch, beds with high quality mattresses. The hotel can organize conferences for up to 200 people.



### 1 Ústí nad Labem



*A modern bridge connecting two parts of the city*

### 2 Děčín



**3 GREAT CITIES**

### 3 Most



*The Hněvín Castle is one of the landmarks of Most*



# The USTI REGION – your ideal MICE destination

CHARMING NATURAL ATTRACTIONS, SCENIC BEAUTY AND THE RICH HISTORY OF THE USTI REGION HAVE ALWAYS ATTRACTED POETS, PAINTERS, NATURALISTS, WRITERS AND PILGRIMS SEEKING ROMANCE AND ADVENTURE.



*Johann W Třebívlice*



*Kamenice Boat trip*



*Chateau Červený hrádek*

The great advantage of this region, apart from its natural beauty and history, is its easy accessibility. It is only an hour's drive from Prague to the largest regional city of Usti nad Labem, and the same distance from Dresden.

## WHERE THERE IS A PLACE, THERE IS AN EXPERIENCE

Central Bohemian Uplands offers the most modern and fully equipped conference centres in the region. You can breath the history in the fully furnished convention hall inside the Gothic castle in Litoměřice or choose a wide selection of congress centers and accomodations in the city of Ústí nad Labem. Or go winetasting at the royal vineyards Johann W in Třebívlice, among others all along the river Elbe.

Bohemian Switzerland is part of the land for many unusual experiences. Visit the biggest sandstone arch in Europe, Pravčická Gateway, or make adventure boat trips in

the gorges of the rivers Křinice and Kamenice. Boat trips on the Elbe river are also popular with the shipping company Labská plavební. Luxury accommodation and pleasant conference spaces offers modern Lípa resort in Krásná Lípa.

In the Ore Mountains you will find large winter resorts and places suitable for both summer and winter teambuilding – discover Klíny and Klínovec. Relax in the spa town Teplice or experience a rush of adrenalin in the still flourishing town of Most, with its Hipodrome or the Autodrom Most. Also very popular is Coaly Safari – an excursion to mine localities.

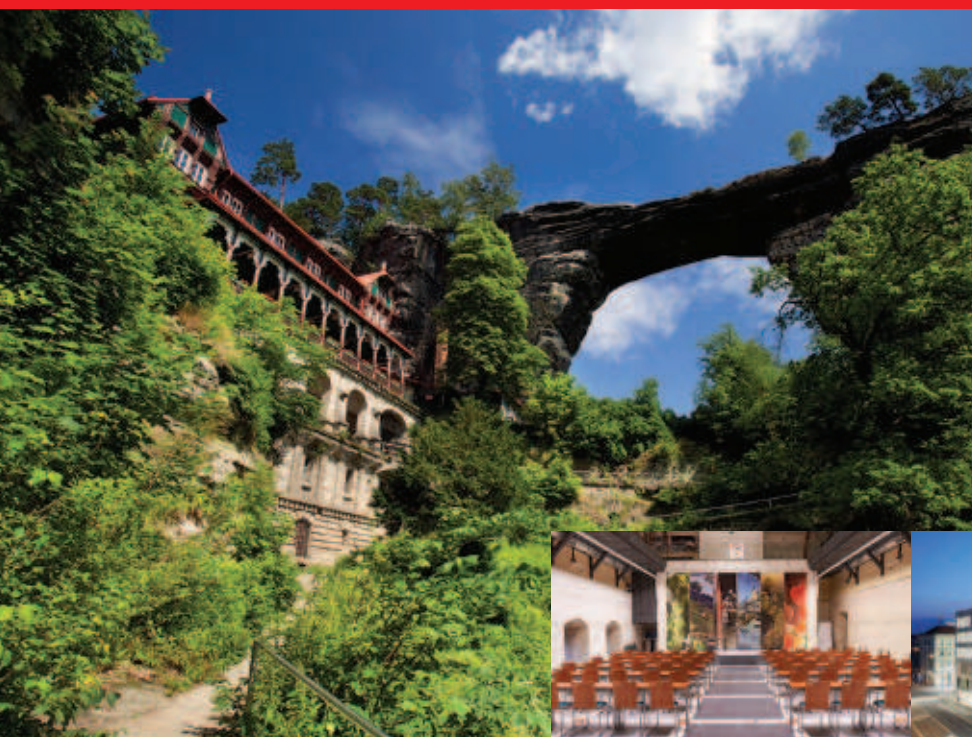
Lower Pohoří invites everyone to events held at the chateaus Klášterec nad Ohří or Červený hrádek with high quality services. Also very popular is the royal town Kadaň, or noncommercial events in Hope and Beer Temple in Žatec ■

[www.northwestconvention.cz](http://www.northwestconvention.cz)

## Whatever you might be looking for, you'll find it here

REGION OF USTI NAD LABEM - IDEAL DESTINATION FOR CONFERENCES AND EXPERIENCES

Region of Usti nad Labem does not mean only natural sceneries and unusual experiences, but also professional service and ideal conditions for organising conferences, events and firm actions.







## LIBEREC REGION: SPORTS ACTIVITIES, JEŠTĚD TV HOTEL AND CENTRE BABYLON

The Jizerske Mountains belong to the oldest nature conservation area in the Czech Republic. They maintain the appearance of Nordic forests, attracting nature enthusiasts all year round. The most important towns of the region are Liberec and Jablonec nad Nisou, with only a hundred kilometres separating them in the north from the magical Prague. They are located not far from neighbouring Germany and Poland.

**L**iberec is the regional centre and its location in a breathtaking valley perched below the Ještěd Peak (1012 metres above sea level), creates an attractive lifestyle for its more than 100 000 inhabitants. In Liberec, you can find not only a Technical university but also an Institute for Research in Textile machines. Though historically, the city was well known for its textile industry, today it is the center for companies specializing in nanotechnologies.

What is interesting for local people as well as for tourists, is the plethora of sports activities available in the



region. In the winter, you can just take a local city tramway that will carry you directly to a ski resort in the Jizerske mountains. Local people are very enthusiastic about sports activities and participate in them whenever they can, especially on weekends. The Bílí tygři (White Tigers) hockey club and the Slovan Liberec football team are renowned here and in the Czech Republic. Liberec's multifunctional hockey arena has been used to stage major concerts and the opening ceremonies of large events of all kinds.

The local landmark and tourist attraction is the Ještěd TV transmitter which is a unique building, designed by





Ještěd Cable car

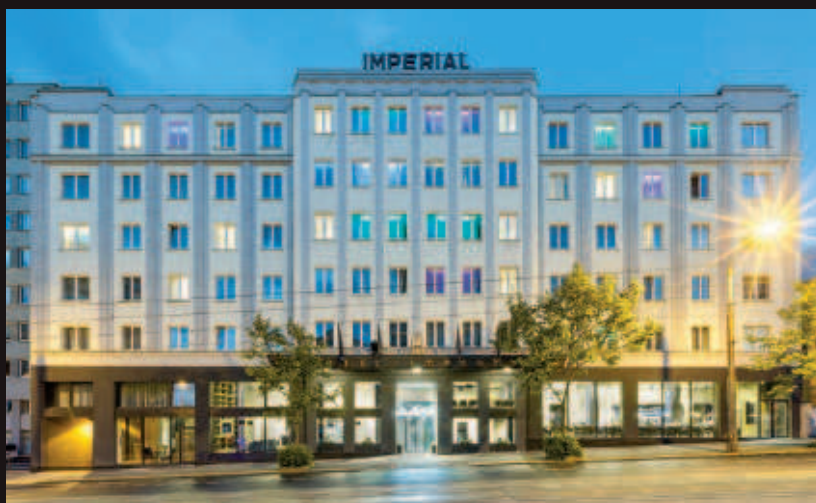


the talented architect, Karel Hubacek. He was awarded by the Perret Prize by the International Union of Architects in 1969, and recently the building was named „The Czech Building of the 20th Century.“ The Ještěd TV transmitter building offers a restaurant (for up to 190 people), and hotel accommodations for 51 persons. The building has even inspired the Czech movie „Grandhotel“ (2006) which takes action there, and is the offbeat story of a shy 30-year-old doorman working in the hotel – an amateur meteorologist – and his troubled love life, written by the popular novelist Jaroslav Rudis, connecting German and Czech culture.

While in Liberec, animal lovers should definitely visit the oldest and perhaps the most picturesque of Czech Zoos. There are also a renowned botanical garden and numerous architectural monuments in the city, the most notable being the Neo-Renaissance town hall, which is a replica of the town hall in Vienna.

### Clients rate accommodations high

The Liberec Region is an area that not only possesses a rich natural landscape and history, but more importantly, a diverse infrastructure for hosting congresses and a great backdrop for the incentive travel industry. The



## GRAND HOTEL IMPERIAL

MEMBER OF PYTLOUN HOTELS



### TOP CONGRESS FACILITIES IN LIBEREC

- unique and highly presentable design
- city-centre location
- easy access from Prague
- luxurious accommodation
- designer rooms by top architects
- on-site restaurant, bar, and cafe
- high-standard catering services
- state-of-the-art facilities
- hi-tech equipment



Theater  
160



School  
90



U  
42



I  
60



T  
60



en.imperialliberec.cz  
imperial@pytloun-hotels.cz  
hotel: +420 608 822 822  
restaurant: +420 774 447 336  
address: 1. máje 757/29, Liberec, Czech Republic





Liberec Town Hall



Night and the City of Liberec

largest congress centre hall, which can accommodate up to 1 000 people, with communal premises for up to 2 000 people, is located in the Centre Babylon Liberec. This large complex also includes a 4-star hotel offering accommodations for up to 1 000 guests. On site there are a multitude of entertainment facilities: a large Wellness centre built in the style of ancient, classical baths, Fitness Club, Aquapark, IQPark, XD Theatre, Indoor GOLF, and an Expo Hall of 1 000 square metres. It is an immense multicomplex transformed with art and sophistication, from an old textile factory. Here you have „everything under one roof.“

Another 4-star hotel rated very highly by event clients is the Pytloun City Boutique Hotel, belonging to the Pytloun Group. Located right in the city center, this modern design hotel offers lovely luxury rooms with private terraces overlooking Ještěd and Liberec. For your congress and events the hotel offers places for 105 people as well as its onsite Oro restaurant. The Mr. Dream Sky Bar on the rooftop is a sexy alternative for networking. Just a few steps away is the wellness centre in the Pytloun Travel Hotel offering a luxury spa for your well being.

Another 4-star hotel, the Pytloun Group's flagship Grand Hotel Imperial is located in the centre of Liberec

as well, and offers accommodation in 67 Superior and Superior Deluxe Rooms. For your events, the Grand Hall offers 160 places.

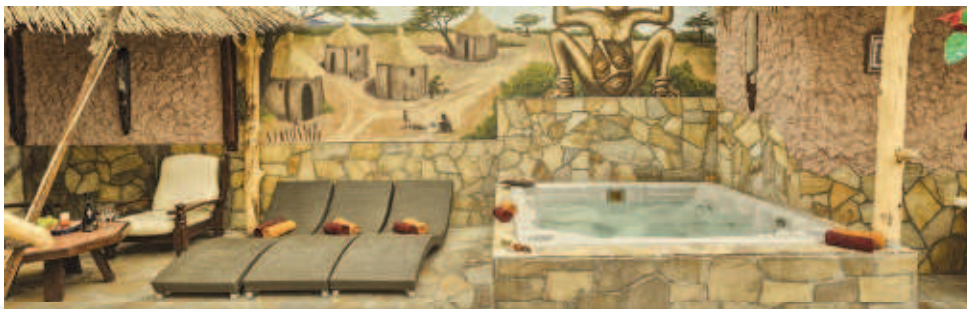
### Bohemian Paradise – where gorgeous landscapes meet ageless castles

For those who love hiking, or want to visit unusual places and want to see romantic fairy tale castles (in some of them you can organise your events as well), the perfect place to visit is Hrubá Skála and Rock City which is a part of the Bohemian Paradise area. It is no by accident that film production companies from all over the world have come to this romantic region to capture its otherworldly beauty and mystery. One of the dominating points is Trosky Castle, built on steep basalt rocks at the end of the 14th century. The castle ruins afford a wonderful view across the surrounding countryside. Another significant heritage site is the Neo-Gothic castle Sychrov. All of these areas are located not far from Liberec, in the proximity of the city of Turnov (a half an hour drive by car from Liberec) which gives you a convenient and easily accessible opportunity to organise interesting accompanying programmes for your groups ■





# EVENT & CONFERENCE WELLNESS HOTEL BABYLON LIBEREC, CZECH REPUBLIC



- lot of hall types with different capacities (10–1 000 places) available, with full audio and video equipment
- comfortable accommodation for up to 1 007 persons
- WELLNESS CENTER extends over an area 1 000 m<sup>2</sup>
- professional catering services
- indoor AQUAPARK incl. SAUNA WORLD, LASER GAME, BOWLING, indoor ADVENTURE GOLF and other entertainment
- all under one roof at the WELLNESS HOTEL BABYLON







## PISEK: the city of culture and future movie professionals

PÍSEK is one of the most visited and architecturally beautiful Czech towns (about 30,000 inhabitants). It is located in the South Bohemia Region, on the road connecting Prague and České Budějovice, which is the metropolis of the South Bohemia Region. In Písek, you will find the oldest stone bridge in the Czech Republic (it is even older than the Charles Bridge in Prague), over the Otava River.

Písek is a very culturally rich city. It is also the location of the private Film Academy of Miroslav Ondříček, where students from all around the world immerse themselves into the art of Film and TV Production, Screenwriting, Directing of movies, Cinematography, Production, Post-production, and Journalism. This picturesque city is surrounded by infrastructures for sports. There are also lots of paths for bicycles as well as for walking in the surrounding mountains and the pleasant countryside.

The Steam-boat which cruise through the  
Sea of the Písek woods

## INTERHOTEL AMERICA \*\*\*\*



Accommodation, Seminars, Training, Product education sessions,  
Weddings, Graduation, Anniversary, Celebration, Wellness.

82 (94) beds in 40 comfort rooms and suites with terrace  
Restaurant with 90 seats, winter garden with 30 seats,  
2x lounge with 50 seats

Accommodation standard – LCD TV with satellite dish, bar, dryer  
Swimming pool with back flow, sauna, fitness, massage

Free internet access in the whole Hotel  
Free supervised car park and garage

[www.interhotel-america.com](http://www.interhotel-america.com)

R. Weinera 2375, 397 01 Písek, Tel.: +420 723 799 895

## 8 REASONS WHY TO MEET IN THE VYSOCINA REGION

- ① Convenient location in the heart of the Czech Republic, with a direct motorway connection and easy access to Prague, Brno, Olomouc and Ostrava.
- ② Safety and one of the cleanest air in the country.
- ③ A plethora of accommodations and conference facilities, including modern venues as well as stylish chateaus and historic buildings.
- ④ The highest concentration of UNESCO sites in the Czech Republic (and all 3 of them you can book for MICE events).
- ⑤ Incentive programs inspired by local splendors of nature, culture and history.
- ⑥ Gastronomy – in the Vysocina Region you will find excellent beer, and a „wholesome and honest“ traditional and modern cuisine.
- ⑦ A unique peaceful atmosphere for your meetings, and easily accessible from major cities.
- ⑧ White Track World Cup – home for the 2013 World Championship Biathlon, is a multi-use racetrack



where, depending on the season, your MICE event participants can experience for themselves the thrill of cross-country skiing, in-line skating, bicycle competitions, and more ■

Vysočina Convention Bureau, a member of Czech Convention Bureau, will give you a professional and friendly helping hand in ensuring the smooth and successful realisation of your MICE events.

**Contact:**

Tel.: 00420 734 691 423, E-mail: [info@vysocinaconvention.com](mailto:info@vysocinaconvention.com)

[www.vysocinaconvention.com](http://www.vysocinaconvention.com)





# The Zlin Region: A „NUTRITIONAL LAND“ FOR YOUR MEETINGS



Chateau Kromeriz



Parachuting  
in Kunovice



Valachy, Horal



Congress venue at Hotel Eroplan,  
Roznov pod Radhostem

The Zlin Region is located in the eastern part of the Czech Republic and with its size of 3,964 sq kilometres, it is one of the smallest regions in the country. It is divided into four districts – Kromeriz, Uherske Hradiste, Vsetin and Zlin - together 307 communities (villages) that include 30 cities. The city of Zlin is the statutory capital of the region.

The region is easily accessible by the highway D1, and there is also a railway corridor connecting Varsava (Warsaw) with Vienna that traverses the region.

The nearest international airports are located in Ostrava and Brno (both about 90 km from Zlin).

The Eastern Moravia is proud of its rich history, tradition and folklore. Among its centuries old treasures, we can find ancient sights dating back to the Great Moravia when St. Cyril and Methodius (Metodej in Czech) founded the basis of education for the Slavic people. A „teacher of nations“, J. A. Comenius, was born here as well. The region possesses hundreds of historic buildings and landmarks, among them the Archbishop Chateau in Kromeriz with its lovely gardens, listed by Unesco.

## East Moravia Convention Bureau, Zlin Region

The East Moravia (Travel Industry Office) coordinates the development of tourism in the touristic region of East Moravia (Zlin Region). Its regional office for congress tourism - East Moravia Convention Bureau, a member of Czech Convention Bureau, will help you with your organization of MICE events in the Zlin Region.

### ACCOMMODATION CAPACITY (number of rooms)

★★★★★ Hotels	1 Hotel/28 rooms
★★★★☆ Hotels	25 Hotels/550 rooms
★★★☆☆ Hotels	66 Hotels/1460 rooms

The Zlin Region is a synonymous with a number of types of industries: shoemaking, plastics and rubber processing, air industry, food production, glass and construction. But it is also known for its famous people, for example Tomas Bata, a great business man, Karel Zeman, an ambassador of creation of modern movies, Otto Wichterle, who invented modern soft lenses, or the Athlete of the 20th century, Emil Zatopek.

Another speciality of the region is its spa resorts, with natural mineral water springs, f. ex. Luhacovice.

So it is not surprising that this region offers an excellent environment and background as a „nutritional land“ for meetings, conferences and congresses – simply, all the activities and events that serve for exchanging and sharing knowledge, experiences, business and social meetings, as well as for motivational events for working teams.

Not only thanks to its historically rich experiences, but also thanks to a large scale accommodations capacity, and also its wide selection of high quality hotels and restaurants, the destination Eastern Moravia meets the demanding requirements of various events in the segment of Meeting Industry and Incentive Travel ■

## Contact:

### CCRV, East Moravia Convention Bureau

J. A. Bati 5520, CZ 761 90 Zlín

tel: +420 577 043 903, +420 733 16 16 71

e-mail: kongresy@vychodni-morava.cz

[www.eastmoravia.com](http://www.eastmoravia.com)

# Time for... BRNO



The second largest city in the Czech Republic, and the capital of Moravia, has a population of more than 370,000 people. Its location, within a radius of 200 km from Prague, Vienna and Bratislava, makes this city on the Rivers Svatava and Svitava, an attractive MICE destination. Brno Airport (second largest in the country) has regular routes to London, Rome, Milan, Moscow, St. Petersburg, and Alicante.

In the last years, Brno has developed and promoted itself as the „centre of commerce, sciences and research,“ basing its strategy on the building of technological and scientific centres. Here you will find many international companies located in the Technology Park Brno, which is connected to the Brno University of Technology. As a university city with appx. 83,000 students, Brno has favourable conditions for development. Every year the Brno Exhibitions Grounds (BVV) host the International Engineering Fair, which is the leading industrial trade fair in the CEE region. There are more than 1,500 exhibitors and 75,000 visitors from 59 countries in attendance.

## DON'T MISS

### VILLA TUGENDHAT

It is located in Brno, and listed as an UNESCO monument (since 2001). The villa of the family Tugendhat was constructed in the „Functionalism“ style, by the world-known architect Ludwig Mies van



der Rohe between 1929 and 1930. It was considered as his best work before the World War II. Today, sensitively reconstructed, it is the home of many cultural events – concerts, lectures, special movie projections and more.

### AUTOMOTODROM BRNO

Operates the motor racing circuit, familiarly known as the Masaryk Circuit, which dates back to 1930. In the past, the circuit hosted the most prestigious motorcycle championship in the world – the Road Bike Grand Prix. At present, the Automotodrom Brno hosts, for example, the World Road Bike Championship and the World Superbike Championship.



## WHERE TO MEET

### Hotel Continental Brno

The 4-star property, located in the city centre, offers a congress Hall for up to 300 people (Theatre setting) and 226 comfortable rooms on 12 floors. The congress centre is suitable for all types of events and the hotel offers fitness and wellness centres as well.

### Courtyard by Marriott Brno

This modern newly opened 4-star hotel with 201 luxury rooms offers a beautiful view over the historic centre of Brno, and is reachable by a short walk from the Brno Exhibition Grounds (BVV). The largest capacity for meetings is the Main Ballroom – for up to 400 people (Theatre setting).

### Laser Show Hall at the Bobycentrum

It is a venue suitable for large events – not only for congresses, conferences, meetings, but also for fun-filled evenings, large sports events, dancing parties, concerts and more. The largest Hall is suitable for up to 3,500 persons.



### Barceló Brno Palace

This 5-star property located in the centre of the city offers a high level of luxury and style. If you opt for top luxury accommodations, and want to hold an event for up to 160 people (Theatre setting), this would be the right place for you.





# Explore the new Courtyard in Brno – Opening Autumn 2016!



We talk to **Tereza Vasickova, Director of Sales for Courtyard by Marriott Prague Airport, Pilsen and Brno**

## ① Why choose Brno for your MICE event?

Brno is historically famous for its exhibitions and congress culture, offering great infrastructure for events. It is a vibrant university city with various festivals, other cultural and sport events. Easy access to Vienna, Prague and Bratislava with great gastronomy and lovely wine makes the city an ideal venue for MICE business.

## ② What is the story behind Courtyard by Marriott Brno?

The Courtyard brand was established by Marriott International in 1983 as a response to the special requirements of business travelers. Courtyard by Marriott Brno is located in the premiere business park Spielberk and offers an ideal location for guests traveling to the Spielberk area as well as for guests visiting business parks and industrial zones surrounding the city. The hotel is just a few steps away from the city center and a few minutes from the Brno Exhibition Grounds.

## ③ Are business clients still your primary target?

Yes, based on Courtyard brand specifics our main target are guests traveling to Brno for business but our high quality services will satisfy any leisure guests coming to Brno.

## ④ What are the main facilities at the Courtyard by Marriott Brno?

Courtyard by Marriott Brno offers 201 luxury rooms designed in Danish style using high quality materials such as wood, leather and marble. Luxury design is present in all areas of the hotel, for example the lobby features five skylights allowing day light to enter. Regarding the technical equipment of the building, we have the most modern life and safety features, including sprinklers in all public areas and guest rooms. For our corporate clients, our banquet floor offers 10 meeting rooms with State-of-the-Art audio-visual equipment, including boardrooms with built in teleconferencing technology. Furthermore, we indulge our VIP guests with a large rooftop suite where they can enjoy beautiful views of Brno's historic center.



## MODERN & REFRESHING

**COURTYARD®**  
**Marriott®**

BRNO

- ✳ 201 state-of-the-art guest rooms & studios
- ✳ Luxury Rooftop Apartment
- ✳ Onsite restaurant and bar
- ✳ 10 meeting rooms with daylight and the most modern Audio Visual technology

- ✳ Exclusive ballroom
- ✳ Rooftop Fitness Center
- ✳ Underground Parking
- ✳ Private bus parking
- ✳ Located in Brno's premiere business park

OPENING IN AUTUMN 2016!





# OSTRAVA: a city full of colours

This is a venue your clients will never forget. With a rich industrial heritage, golf and spa resorts, fairy-tale castles and a huge range of cultural events, the Moravian-Silesian Region offers a fascinating mix of people and an open-minded atmosphere.

The Moravian-Silesian Region is located in the east of the Czech Republic, on the borders with Poland and Slovakia. The Region's capital is Ostrava – a vibrant cultural and commercial centre with over 300,000 people.

When you say OSTRAVA, firstly you may think, „impressive industrial sights.“ And your first steps in the capital of the



## HOW TO GET TO OSTRAVA?

Ostrava international airport offers direct flights with Prague, Paris, London, Düsseldorf, Dubai and Milan.



seating 1900 people), a perfect place for fashion shows, the **Clarion Congress Hotel Ostrava** (capacity 1620) or the **Compressor Hall** at Landek Park, once part of a coal mine (capacity 600). Whatever

your requirements, you're sure to find something that's perfect for you.

The Region is a great venue for all kinds of **events**, with something always happening at any time of the year. Many events – such as the **Colours of Ostrava** music festival, the **NATO Days** military show or the **Golden Spike** athletics meeting –



regularly attract visitors to the Region from all over Europe and beyond. At the start of 2017 Ostrava will host the European Figure Skating Championship.

If you'd prefer to switch off and unwind, visit the spa resort at **Karlova Studánka** or try out Štramberk's unusual **beer spa**. Head for the hills to enjoy the sports paradise of the **Beskydy mountains** or the untouched beauty of the **Jeseníky range**. You can also choose from several top-class **golf resorts** ■



Moravian-Silesian Region usually lead towards the industrial complex **Dolní Vitkovice**, which is impressive in its capacity and variability. Today, in the midst of this preserved industrial zone, you will find some of the most spectacular and unusual congress venues, such as **Gong** (1509 seats), which is in the focus of many foreign event organizing companies, or the **Bolt Tower**, a venue made for events „in the sky.“

Other popular congress venues include the historic **Triple Hall** (a former power plant,



# Colours of Ostrava Festival being held at the Dolní Vítkovice Complex



**GROUP SIZE:** In 2015, there were more than 43.000 people attending. In 2016, the organizers decided not to announce the number of participants to the public.

**DATE OF THE EVENT:** July 2016. For 2017, the dates are 19th-22nd of July

**VENUES and LOCATIONS:** Since 2012, the event has been held in the impressive surroundings of Dolní Vítkovice – the site of former blast furnaces, mines and ironworks. The Dolní Vítkovice Complex is an industrial complex in the centre of the city that ceased its industrial production in 1998 and was transformed into a unique educational, social and cultural centre.

## A SHORT DESCRIPTION OF THE EVENT:

Colours of Ostrava is a multi-genre music

festival held annually in the city of Ostrava. The last festival (in 2016) was its 15th edition, and offered 350 programs on 20 outdoor and indoor stages: concerts, discussions, theatre pieces, movies, workshops and artistic activities.

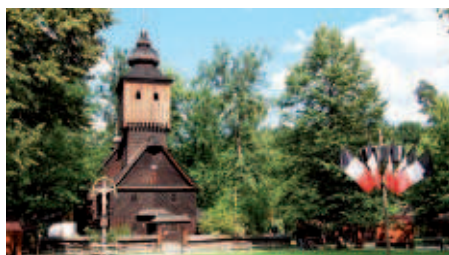
## PROBLEMS and

**CHALLENGES:** The year 2016 was difficult because of weather conditions. The director of the



festival, Zlata Holusova, says: „This year was the most difficult of all, because we had a lot of rain during the festival. But the organizers were very professional, especially the sound engineers were extremely effective. If the heavy rains had damaged the sound equipment, it would have been the end.“ The organizers were up to the task and were able to solve the problems and the festival was a success ■

# Go bear watching in the Beskids by day, and enjoy a tall beer that same evening



The Moravian-Silesian Beskids (Moravskoslezské Beskydy) is a mountain range in the Czech Republic that also reaches into Slovakia. It lies on the historical division between Moravia and Silesia, and is a part of the Western Beskids, which are in turn part of the Outer Western Carpathians. The mountains are 80 percent forested. Recently, the permanent occurrence of three large Central european carnivores – the lynx, bear and wolf – have been confirmed in the area.

There are many popular tourist resorts for both winter and summer activities, with numerous centres conveniently located along the foothills of this gorgeous

mountain range: Frydlant nad Ostravici, Frenstat pod Radhostem, Roznov pod Radhostem, which have MICE hotels and resorts, and smaller resorts.

The village Celadna is the right place where to locate your events. This village has become a popular resort with new hotels, a horse ranch, golf course and new apartment buildings going up in the village centre, all surrounded by beautiful green mountains. The Prosper Golf Resort Celadna offers two 18-hole courses and a background of infrastructures for golf lovers. You can also hold a meeting in the resort's conference room for up to 400 people ■

# CRAZY & FUNNY INCENTIVES in the CEE Region

## 1. PRAGUE: Historical Tram Ride

Ride back into the history of Prague 70 to 100 years ago on this unique tour. The guide is also the tram conductor, dressed in the historic uniform. The tram follows the route of your choice. If the clients wish, it is also possible to arrange refreshments and musical accompaniment (accordionist, jazz band or brass band) during the ride. Sightseeing by old-fashioned tram is also very suitable way of visiting the city, and can be a great accompanying programme for your congresses, company celebrations or other festive occasions.



## BUDAPEST: Labyrinth of Buda Castle

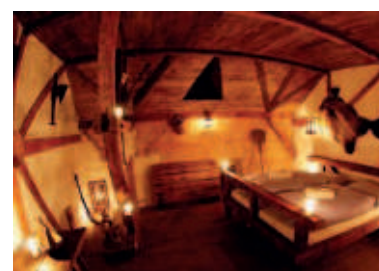
3. The Labyrinth of Buda Castle is situated at a depth of several floors below Buda Castle, which is a listed member of the World Heritage Sites. This 1200 metres long complex of caves and cellars welcomes its visitors with historic walls and mysterious exhibitions. The Labyrinth of Courage: those who are not afraid of themselves, give it a try! Every day from 9.30 – 18.00. Night-time Labyrinth: visit the Labyrinth starting at 18.00 with oil lamps.

## 2. DETENICE: Back to the Middle Ages

One step into the tavern and you will be transported from the 21st century back to the Middle Ages. The local speciality is meat



roasted on an open fire and other unique dishes that are hard to find anywhere else. The approach of the waiters is really like being on stage in a play, and you will find yourself being a part of the fun in the scene. Lovely dancers or swordsmen will provide you with a night of entertainment. A part of the Detenice resort is also the Medieval Hotel, opened in 2009. It is a very unique



experience to stay there – listed in Unusual & Unique Hotels of the World,

if offers 41 highly stylish rooms with bathrooms. If you feel a bit scared, that is because the hotel is haunted day and night. Mysterious energy will surround you and will return to ancient times that you can only know from films and historic novels. The experience of Detenice Resort is unforgettable and you will not find anything like it elsewhere.

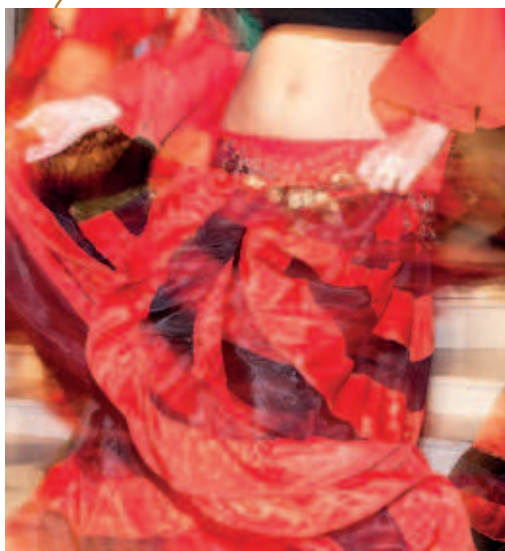




4.

## The MOST Region: Czech Coal Safari

This special „Safari“ offers excavators instead of giraffes. It is a safari with a twist: two private Czech mining companies have joined forces to take tourists on trips to see long-necked excavators and coal beds, instead of giraffes and lush wilderness. Excursions into mining localities when they are in full operation is a remarkable experience. The history of brown-coal mining dates back to the early 15th century here. To make way for mining in 1975, the city of Most moved its church by 841 metres, earning an entry in the Guinness Book of World Records as the heaviest object ever transferred by rail. The tours cover former mines turned into lakes and an overview of former spoil banks – artificial hills formed by waste removed from the mines – that have come to serve as building plots. The Coal Safari takes about 4.5 hours.



5.

## PUSZTA: Gypsy life in Hungary

Old gypsy traditions and customs, their culture, everyday life as well as their songs and dances are shown in an original gypsy surrounding. On arrival the gypsy chief himself receives his guests in the middle of the village with hot crackling scones and brandy, while other gypsies come into the village centre singing on a covered wagon playing traditional music. The bread is baked in an open air oven,

the piglet is roasted on the spit, and the guests are invited to participate in dancing and singing along with the locals. The camp – fires are lit, the gypsies pass time around the fire, some gypsy lads show off their strength in acrobatic dancing, and lovely romantically somber music can be heard. The good mood is enlivened by funny games like kissing a gypsy girl under a shawl, a dance with bottles, or a game with wooden spoons. The program takes about 3 hours. Organized by Dynamic Tours.

## GREAT THOUGHTS

### ON SUCCESS

#### Deepak Chopra

*Success in life could be defined as the continued expansion of happiness and the progressive realization of worthy goals.*

#### Winston Churchill

*Success is going from failure to failure without losing enthusiasm.*

#### Anita Roddick

*I want to define success by redefining it. For me it isn't that solely mythical definition – glamour, allure, power or wealth, and the privilege from care. Any definition of success should be personal because it's so transitory. It's about shaping my own destiny.*

#### Richard Branson

*It is the satisfaction of doing it for yourself and motivating others to work with you in bringing it about. It is about the fun, innovation, creativity with the rewards being far greater than purely financial.*

#### Woody Allen

*Seventy percent of success in life is showing up.*

#### Steve Jobs

*You have to trust in something – your god, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life.*

#### Taryn Rose

*Fear regret more than failure.*

#### Herman Cain

*Success is not the key to happiness. Happiness is the key to success.*



# WOW! HUNGARY



DISCOVER THE „MICEST“  
DESTINATION FULL OF  
SURPRISES.



# Why choose Hungary FOR YOUR NEXT MICE EVENT?

We spoke to various professionals from the MICE (meetings) industry. We asked those who promote Hungary but also those on the other side – buyers who have held their MICE events in this remarkable country. How do international MICE professionals view this interesting CEE country, and especially, how do they view its capital Budapest?

■ By **Zuzana Adamson**

## BUYERS TALK

### REPRESENTATIVES & SELLERS TALK



**Marie-Noelle Sehabiaque,**  
*Director of I.T. Security and Audit at the CNAF, FRANCE*

Budapest is one of my preferred capitals in the world. It's a rare place which is an excellent compromise between history and modernity. Hungary is a really a beautiful country where there are all kinds of interests for tourism: lakes, open green plains, and the forests in Autumn are specially something to behold because of their rich colors and traditional hanging corn drying under the rooftops of country homes dotting the landscape. You can still appreciate old traditions and imagine life from another time. But back to Budapest, because when you arrive it's like an enchantment. You are immediately under the charm of this very particular town. The first thing is the presence of life everywhere you go, with a lot of young people. It's a city which is dynamic and on the move. Of course the architecture is omnipresent and you just have to look up anywhere to behold the beauty of classical buildings like treasures that are in perpetual contrast with the new architecture that surrounds them: **the old and the new world at the same time**. If you enjoy panoramic views, at the top of Budapest you simply have to go to its hill and there all of the town with the Danube running through it is going to be at your feet. It's breathtaking, day or night. But if you prefer having fun, you have a choice between traditional cafes where tzigane music fills the air or the many street fairs and colorful markets at every turn. But Budapest wouldn't be what it is without its lovely people. Everywhere somebody is ready to help you and guide you to discover secret places off the beaten path and out of the ordinary.



**Anita Kristof,**  
*Director of Event Sales for HUNGEXPO*

Working for the

largest event venue in Hungary for more than half a decade, after having worked with the Convention Bureau for several years before that, I have heard numerous opinions from organizers why they thought Budapest was the best choice for their events. First of all, the Hungarian capital has a unique charm combining its antique ambiance and a vivid, metropolitan culture, the kind of atmosphere which makes everyone fall in love with this city at first sight. Very often events reach a record number of visitors just because of the attractiveness of this destination. The location is a great plus as well, since being in the heart of Europe we serve as a gateway between East and West. What also differentiates us from many other cities is that we offer the highest quality services and professional background for planners at a great value for money ratio. Lastly, I find it important to mention that Budapest is still ranked 22nd on the Global Peace Index, making it obvious that despite the recent horrible events gripping much of the world, our city is still one of the safest destinations.



**Edina Kőszegi,**  
*Banquet Sales Manager, Benczúr Hotel Budapest*

There is no better place to organize a conference than in Budapest, capital of Hungary. Our beautiful, hustling and bustling city where culture, economy and gastronomy are well known, is located in the heart of Europe. Restaurants, museums, spas await guests all year around. Edina Kőszegi, Banquet sales manager of Benczúr Hotel, the largest 3 \* conference hotel in the city ensures that all of his guests can find what they are looking for: Hospitable service at the highest standard meeting everyone's expectations. The welcoming Benczúr Hotel is located in the peaceful diplomatic district near the elegant Andrássy Avenue. With 159 rooms and 8 + 1 conference and meeting rooms, the hotel can easily accommodate conferences from 10 up to 230 people. Modern technology, great service and a well-trained staff all remain at our guests' disposal. And wide variety of programs awaits them to explore in our jewel of a city. All in all, if it is a conference, meeting, training or team-building event, think Budapest, and most important of all, think the Benczúr Hotel.

# BUDAPEST

## *Visitor Numbers See Rapid Rise*



**Hungary is headed in a positive direction – both from its documented uptick in foreign visitors to its brisk expansion of luxury MICE venues and accommodations in the capital.**

■ **By Zuzana Adamson**

**D**ata released by the UNWTO organisation confirm rapidly growing interest on the part of foreign visitors for the country, along with clear indications that Budapest,

a charming historical city on the river Danube is becoming increasingly attractive as a destination to host MICE events of all kinds.

In the first three quarters of 2015 Hungary was the fastest growing destination in the world in terms of number of foreign visitors. By comparison, during the same period in 2014 the number of visitors to the country increased by 19,1 per cent which – according to the UNWTO – ranks the city first in the Top growing destinations worldwide.

While visitors to the CEE region grew 6,6%, the rate of growth in Europe in general was only 5,1 percent.

Based on statistics from the World Tourism Barometer, Hungary, in the first three quarters of 2015, welcomed 11 million tourists who spent 95,6 billion forints (EUR 302,8 million) which represents an increase of 5,2 percent over the same period in 2014.

The Budapest market primarily is driven by the Leisure and MICE segments mainly, with tourism demand is dominated by international markets. The main international arrivals markets for the city are the UK, Germany, the USA and Italy, with secondary source markets being Russia, Spain and France.

New source countries recorded in the city include South Korea (+40%), India (+32%), Ireland (+25%) and China (+20%). Visitors are expected to see

additional growth as a result of the new Beijing – Budapest route operated by Air China and inaugurated mid-2015.







Hungexpo ↑ Hall G  
↓ Plenary Room



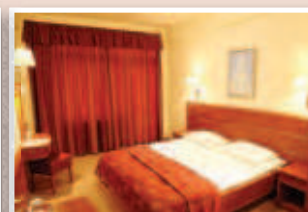
Hungarian Tourism Ltd has initiated research on the preferences of foreign tourists and visitors in terms of Budapest as a tourist destination. A key takeaways was that Budapest offers a perfect harmony between the old tradition and the new; a perfect marriage between the history and the modernity. Based on responses from visitors from UK, Germany, Israel, Egypt, India, Canada and many other countries, the destination is safe, clean, relaxed, welcoming, and „it is a real joy, a true experience to be a tourist here.“

Budapest, nicknamed the „Capital of Spas“ remains an attractive destination not only for large congresses but also for various smaller conferences, international meetings and incentive events.



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*Hotel Room in the new Ritz-Carlton*



*Gellert Thermal Bath*



is located directly adjacent to Pest's central Deák Square and overlooks the recently refurbished Erzsebeth Square parkland.

Amongst the largest venues hosting congresses and events is the Hungexpo. In the Pavilion A you can organise events for up to 12,000 participants (Theatre setting). At the Budapest Congress Centre in the largest Hall, an event can be held for as many as 2,000 people. The coming seasons look to be very promising and active for the Hungexpo.

The supply of hotels in Budapest comprises of 241 hotels (19,374 rooms), categorised as follows: 5-star (less than 10 percent), 4-star (35%), 3-star (15%) and other.

In 2015-2016, the city has seen openings of new luxury properties equipped for MICE events. For example, Budapest now has a luxury Ritz-Carlton. The owners of the Ritz-Carlton brand, the Al Habtoor Group from Dubai, bought the structure housing the five-star hotel Le Méridien, from the company Starwood Hotels and Resorts.

Towering over the very heart of downtown Budapest since 1918, this gleaming-white limestone building now carries the world-renowned Ritz-Carlton name just below its roofline. The hotel, named Elizabeth Park Hotel,

This is the first acquisition made by the owners of the Ritz-Carlton brand in Hungary. The directors of the company expect to continue making similar acquisitions. The hotel, which offers 198 rooms, underwent under a renovation between 2015 and spring 2016, including additions of the Ritz-Carlton Club, new luxury suites and fresh concepts at the hotel's dining outlets.

Another opening in 2015 was the Private Palace Budapest with 240 rooms. In April 2016 the award-winning Corinthia Hotel Budapest opened its brand-new Royal Lounge, Hungary's first lounge dedicated to serving organisers of MICE – a feature that further boosts the hotel's outstanding appeal to corporate events and exhibitions. Furnished in club style, the Royal Lounge features offices, boardrooms and rest sections, all fitted with 21st century equipment facilitating daily work and providing comfort for corporate guests ■



# Great Venues

## 4 GREAT NEW VENUES IN BUDAPEST



### 1 CASTLE GARDEN BAZAAR

After a recent development, the Castle Garden Bazaar today is a genuine cultural site and a sophisticated entertainment district right by the Danube at the foot of the Castle Hill. The reconstructed historical building complex and the connecting gardens form a World Heritage Site. A modern and multifunctional 900 sqm event hall is the highlight of this complex. A neo-renaissance garden hides a special open-air stage and a contemporary pavilion restaurant. More info: [www.varkertbazar.hu](http://www.varkertbazar.hu)

### 2 BÁLNA

This commercial, cultural, entertainment and leisure centre is a meeting point and a place for experiences. It connects downtown and inner Ferencváros, the tourist zone and the gastro-zone. It has a unique way to create an intimate contact with the River Danube. The building is a characteristic attraction, as well as the sight of the city from Bálna. The architect who designed the building, Kas Oosterhuis is one of the most well-known representatives of today's non-standard architecture. The feature of this style is that buildings also function as sculptures, cityscape elements. The interior shaping of Bálna faithfully reflects today's holistic approach: steel, aluminium and glass, yellow-burned bricks, bone-coloured concrete and silk-grey aluminium surfaces, mirror-polished concrete and wood flooring, terazzo-pattern staircases and chrome steel escalators reflect the sunshine that lights through the transparent glass ceiling, thus uniting inner and outer space.



### 3 PESTI VIGADÓ

The most beautiful building of the Hungarian romantic style architecture, a UNESCO World Heritage site, is ideally located in the heart of Budapest, right by the Danube between two five-star properties.

The renewed Vigadó is a unique architectural gem of Budapest: imposing halls, rooms

and event spaces serve as a perfect venue for business events, conferences, gala dinners, receptions, concerts, theatre performances, exhibitions, and for film screenings as well. It offers professional and comprehensive sound, lighting and stage solutions and a wide variety of Vigadó managed catering services suited to the type of event is also available. More info: [www.vigado.hu](http://www.vigado.hu)

### 4 KELENFÖLD POWER STATION

When it originally opened in 1914, the Kelenföld Power Station was one of the most advanced power centres in all of Europe. It is not only a technological marvel, having supplied a large chunk of the city with electricity, but it is also one of the masterpieces in industrial design. The centrepiece – a beautifully designed room – “the control room” has even been the set for films, including Spy and the Chernobyl Diaries. It was used in NBC'S Dracula TV series. The current owners occasionally open the doors to the space for tours.



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## CASE STUDY



**NAME of the EVENT:** General Assembly of an IT Consulting Company

**GROUP SIZE:** 44 people

**ORGANIZED BY:** Continental Travel DMC

**DATE of the EVENT:** May 9-12, 2016

**VENUES and LOCATIONS:** Hotel Moments\*\*\*\*, Széchenyi Spa, Lázár Equestrian Park, First Strudel House of Pest, Spoon Café & Lounge, Robinson Restaurant, Royal Balaton Golf & Yacht Club, Herend Porcelain Manufactory

### A SHORT DESCRIPTION of the EVENT:

Following a competition amongst different destinations, the IT Consulting Company decided to hold their general assembly in Budapest. The reasons for this choice of location were various: good flight connections with different countries; very rich heritage and culture; good local service, including hotels, restaurants, transportation and various program possibilities; the Hungarian capital was going to be a new destination for most of the participants. The company was looking for a truly elegant hotel to accommodate this event, so Continental Travel suggested the brand new Hotel Moments, a stunning 4\* property located in the heart of Budapest on the Andrásy Avenue. The hotel's beautifully renovated historic building is a perfect mix of the grandeur of the old with the convenience and luxury of the new. Additionally, the general assembly and the scheduled board meetings, as well as the welcoming dinner, were hosted in the hotel's trendy yet minimal art style "Fine Bistro," privately booked for the group.

The main purpose of the event was to offer a fun and entertaining program to its participants, so a relaxing morning in the famous Széchenyi Spa, with massages was organized, as well as a short trip out of the city, where the guests enjoyed the rustic Hungarian equestrian traditions accompanied by a grill party at Lazar Park. The spouse program included Budapest visits with unique and

thematic programs including highlights of culture and gastronomy, such as a coffee break with live presentation of traditional strudel making, where guests could try out the pastry stretching themselves. The gala dinner was held at "Spoon", a fantastic boat restaurant docked on the Danube river bank. The client had asked for a panoramic place with excellent food, so this venue totally matched their needs.


The company's President expressed his wish to add some special points to this year's annual meeting and organize a golf tournament as a post-conference program at the Royal Balaton Golf Club, a prestigious 18-hole golf course overlooking the Lake Balaton, the so-called "Hungarian Sea." While golfers competed, spouses had the chance to discover the beauties of the North Balaton region, one of which was a visit to the Herend Porcelain Manufactory.



# FOCUS

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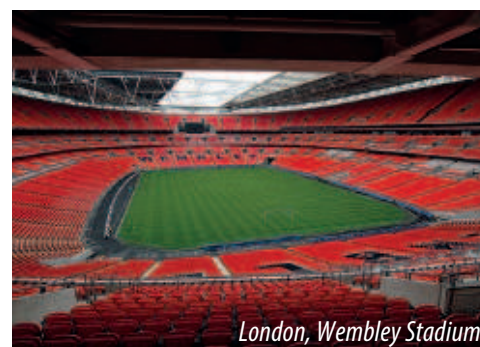
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# EUROPEAN CITIES KEEP SHOWING RESILIENCE



London, Wembley Stadium

In a troubled economic environment, European Cities' tourism remains strong and keeps growing with 5.7% in total bednights and 6.3% in international bednights in 2015. Even though Russian (-30.4%) and Japanese (-6.1%) markets decreased, the growth of Chinese (+28.7%) and Spanish (+10.9%) markets alone were able to make up the loss. In addition, the remaining 5 source markets all showed an increase between 3.7% up to 7.3% increase in 2015 compared to 2014.

Overall, the ECM Benchmarking Report 2016 states that over the last 5 years (2011-2015), bednights in ECM Benchmarking Report cities (+15.9%) have been increasing at a faster rate than of the 28 EU nations (+10.9%). Thus confirming once again that city tourism is growing much faster than the national tourism in Europe.

The 2015 top four cities in terms of total bednights held their rankings in 2015. London was the top performing city with the highest number of bednights as well as the highest growth rate (+9.8%) in the top 15 cities in terms of total bednights. Stockholm moved up two more in the rankings (11th) and had the second highest growth rate (9.7%). Paris, Berlin, and Rome maintained their position in the top performing cities, despite the fact that Paris had a 2.1% decrease in bednights in 2015. Madrid became the 5th in the rankings this year, passing its rival Barcelona with a growth rate of 8.7% being the third highest growth rate in the top 15 cities; followed by Lisbon (+7.5%) in terms of growth rate, which made the top 15 list this year ■

## TOP 15 EUROPEAN CITIES

	Destination	Total Bednights 2015	2014-15 % change
1	*London	77,570,000	9.8%
2	*Paris	47,959,516	-2.1%
3	Berlin	30,250,066	5.4%
4	*Rome	26,420,620	4.1%
5	*Madrid	17,951,742	8.7%
6	*Barcelona	17,656,329	3.3%
7	Istanbul	16,899,509	6.4%
8	Prague	15,917,265	7.9%
9	*Vienna	15,138,670	5.3%
10	*Munich	14,055,968	4.5%
11	*Stockholm	12,918,890	9.7%
12	*Amsterdam	12,898,000	2.9%
13	Hamburg	12,639,295	5.3%
14	*Dublin	10,498,360	4.9%
15	*Lisbon	9,061,077	7.5%

\*Refer to cities with different definitions and data rectifications.  
Source: European Cities Marketing Benchmarking Report 2016  
Produced by MODUL University Vienna, the European Cities Marketing Benchmarking



## Good Idea Slovakia, a promising convention & meetings destination

200 conferences and events will be organised over the next six months in Slovakia. In this context and in view of the Slovak Presidency of the Council of the European Union, the Slovak Convention Bureau invited European Associations and Agencies on 28 June 2016 in the very heart of Brussels, to connect and meet Slovakia as a convention and meetings destination.

The event's host Mr. Robert Vincze, Head of the Slovak Convention Bureau, welcomed guests and introduced them to the newly launched Good Idea Slovakia brand. During the event, a gala dinner

along with Slovak wine and liquor tasting took place.

A country with warm and welcoming people, and one of the safest destinations in Europe, speaks out: it is a Good Idea to explore the cities, surroundings, people, history, culture and heritage of Slovakia. Qualitative and affordable solutions are offered for associations and meeting planners and their Conventions, Meetings and Events. Bratislava, the Slovak capital is one of the best connected cities of Europe, due to Vienna International Airport only 40 min away ■

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# & MICE INDUSTRY



FIND OUT WHERE TO MEET YOUR  
COLLEAGUES, AND WHERE TO  
MIX BUSINESS WITH PLEASURE.



# DUBAI: great location for your MICE events

Dubai's status as a premier business event destination for some of the world's most prestigious events has been reinforced by the latest ranking published by the Union of International Associations (UIA), which saw the city maintain its number 14 position in the 2015 International Meetings Statistics report.

■ By **Zuzana Adamson**

When I was with my husband in Dubai six years ago (2010), the whole city was literally for sale. There were huge signs TO SELL or TO LEASE on the super modern tower buildings one next to another. The signs are away today and it is very lively in the buildings. Dubai recovered from the crisis and its star is rising for MICE.

The city, which grew up on sand in the middle of the desert during some thirty five years, focuses more and more on MICE clientele and you should take it into consideration when looking for a suitable destination for MICE events. Dubai paid a lot of attention to marketing tools and won as the World Expo destination for 2020. About 20 million unique visitors (70 percent international) are expected. Except of being an air hub (78 million passengers in 2015 and 260 destinations), Dubai is also a cosmopolitan city where the vast majority of inhabitants come from the most various countries out of U.A.E., especially from India, China, Pakistan, Bangladesh. 2,2 million inhabitants live here in total (out of that 80 percent from other countries than U.A.E.). U.A.E. were established in 1971 after departure of the British army.

Do you know that we can find the tallest skyscraper of the world in Dubai? Burj Khalifa measures 828 metres. It was exactly this place where



*Atlantis, The Palm*



*Events at Atlantis, The Palm*



*Camel Polo*

our fam trip welcoming breakfast started with a magnificent view of the whole Dubai.

Just 15 minutes from Dubai International Airport, Dubai International Convention and Exhibition Centre (DICEC) is a world-class venue in the heart of the Dubai World Trade Centre. The biggest event, which took place there, was Nu Skin Enterprises from China for 14,500 delegates. Dubai competed with destinations like Macau, Seoul and Singapore.

DWTC has a great Hospitality Department. The on-site team is fully equipped to cater approx.

15,000 guests each day and has a full fleet of vehicles and equipment for outdoor events. 150 chefs of 19 different nationalities work in the DWTC kitchen. During our press trip we explored the kitchen inside and could verify the quality of the facilities and preparation of various specialties. Services of the Hospitality Department will satisfy the most demanding clientele and can be only recommended. The adjacent hotels Novotel and Ibis provide practical accommodation during fairs.



*Burj Khalifa**Madinat Jumeirah Al Qasr  
Deluxe Room**In the kitchen of the World Trade Centre*

You can find in Dubai a lot of great and newly constructed splendid hotels and venues for MICE conferences and congresses. Meydan Hotel is a luxurious, icon super modern hotel located at Meydan Racecourse, home to the annual Dubai World Cup – the richest horserace in the world and the biggest party of the year. The style is very modern and represents the architecture of the future.

The Palace Downtown Dubai is a five-star premium hotel, next to the Dubai Mall (shopping centre) and the

#### FAST FACTS

635 hotels and hotel apartments, ranging from 5-star luxury to budget value options

Over 89,000 hotel rooms in all categories

Souk Al Bahar, which offers a taste of something more traditional and rustic. The advantage is that you are in the middle of the city in the centre of all that's happening if you stay at the Palace hotel. It features 242 guest rooms including 81 lavish suites.

The kingly giant hotel resort Atlantis providing 1,539 rooms in the most different categories is an attractive place in Palm Jumeirah, directly on its peak. It has the capacity for groups requesting up to 600 rooms. We can find 14 meeting rooms for conferences and meetings here with flexible configuration whereas Atlantis Ballroom has the capacity of up to 2,000 persons. Also structures for swimming with dolphins and a giant aquarium are a part of the resort.

Madinat Jumeirah, a very luxurious and splendid resort, is located across its own private beach and has all the beauty of the region. Its conference and banqueting facilities include two grand ballrooms, a 1000-seat amphitheatre and the region's only dedicated entertainment centre and a multi-purpose venue, the Madinat Arena. Madinat Jumeirah is a gorgeous hotel on the beach with romantic atmosphere where it is possible to organise creative outdoor events.

Our group of influential MICE media from Europe (18 persons) was the most excited from camel polo that can be played at the Dubai Polo & Equestrian Club. The game is identical with the horse polo, you just sit on camels instead of horses. This activity should definitely be on the must-do list. If you want a destination, which offers high quality services and new modern infrastructures, Dubai should certainly be on your list ■



# WE FOCUS ON QUALITY OF *hosted buyers*



We talked to **Mr. Graeme Barnett, Senior Exhibitor Director of IBTM World (formerly EIBTM)**

**MICE CEE:** Would you briefly introduce the show (now ibtm) in Barcelona – how many exhibitors are attending this year? How many hosted buyers are expected in 2016? And how many visitors?

Ibtm world is the flagship event of the ibtm events portfolio and the leading exhibition for the international meetings industry. Over 3 days we deliver a focused business environment, innovative and cutting edge education sessions and a great choice of networking for all attendees.

Last year we had over 15,000 meeting professionals attend the show and this year we are on track to deliver a similar number. The Hosted Buyer programme delivered nearly 4,000 international buyers who generated over 80,000 appointments with exhibitors, which is a phenomenal amount of potential business. Because every Reed Exhibitions' event is independently audited we are subject to this scrutiny post event, so we cannot predict numbers for this year. The real focus is on quality of Hosted Buyer as this is what our exhibitors expect.

**MICE CEE:** Would you tell us more about selected Hosted Buyers this year. Are they the same people or companies, every year? Or do you invite also new buyers and from which destinations? Which are the criteria for the selection?

We expect that nearly half of the total Hosted Buyer community will be new to the show each year. This is good practice as it ensures a good mix of planners for exhibitors to meet with, some of which they may know, others are potential new business prospects. Once the show closes, we are very quickly starting the process of recruitment again. Discussions start with our exhibitors to identify which geographical markets and business segments they are most interested to do business with along with our post event research studies, this helps us pinpoint the right professional meeting planners from these target markets to recruit. We have dedicated teams around the world working locally, regionally and internationally as well as Group Co-ordinators and media partners all of whom contribute to help us target the most relevant buyers to invite on to the programme.

We then send personalised invitations to our carefully crafted database and once an application is submitted and the process of acceptance begins. Each buyer that is accepted must be senior level decision makers interested in placing business with leading international suppliers.

Getting the balance right for both exhibitors and buyers is always a tricky one in terms of the number of meetings that can be achieved during the show. As part of their commitment to become a Hosted Buyer, a planner must undertake a certain number of appointments (8 per day) as this is what our exhibitors are paying for. We ensure that these appointments are carefully matched to ensure relevance on

both sides that hopefully leads to productive meetings at the show. Many of our buyers undertake many more than the minimum number of appointments, leaving time for discovery and attending education sessions. Of course our exhibitors want to meet as many buyers as possible so managing expectations can be a challenge.

**MICE CEE:** What are the main complaints about IBTM World from buyers and exhibitors, and how do you respond?

We have a customer service team available from our headquarters in London to help answer questions. They are pro-actively calling exhibitors to help them through the process of participating at ibtm world, this team hopefully assist with any questions and answer any complaints, because we are actively wanting to hear how we can help by calling them to offer that assistance.

**MICE CEE:** Do you have some new exhibitors for 2016? New coming destinations that wish to enter the international MICE market?

As I write this, we have some 20 main stand holders that will be with us for the first time this year, but of course we won't know until nearer the show just how many sharing exhibitors will also be new. When companies choose to share an exhibitor's stand, their details are added to [www.ibtmworld.com](http://www.ibtmworld.com) in the run up to the show, so we always suggest visitors and Hosted Buyers keep an eye on the website information. Expect to see Tucson and Scottsdale (Arizona), Destination DC (Washington), San Francisco Travel Association, Visit Finland, Tourist Organisation of Budva (Montenegro), Norway Convention Bureau and Tourism Australia among others.

The show continues to reflect the incredible developments within the meetings industry, whether this is the new world class sporting venues and conventions centres or event technology there is always something new to see at the show.

**MICE CEE:** ibtm world in Barcelona is a part of the large group of ibtm portfolio of events. Would you tell us more about these changes and growth of the company?

The rebranding took place last year and we feel it has been a great success! Individual shows within the ibtm portfolio were strong in their markets but it was important to get the global industry to understand the value proposition of each event but at the same time recognise they are part of a global offering or family of events. So the rebranding brought all shows (except AIME which is owned by the Melbourne Convention Bureau) under one umbrella brand - the ibtm event portfolio. This change has clarified that our brand is all about events unified in one portfolio, not just a disparate collection of events around the world.

What we offer is a portfolio of events around the world with a consistency of approach and delivery including recruiting the highest quality of buyers, world-class organisation, and memorable experiences. The portfolio now includes AIME, ibtm america, ibtm arabia, ibtm africa, ibtm china, ibtm world and the latest edition is ibtm latin america, we also have ibtm india which after is undergoing some restructuring before announcing any future dates ■





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# MCE Central & Eastern Europe 2017 is confirmed to be held in RIGA, LATVIA



The successful format of Europe Congress MCE Central & Eastern Europe, travelling throughout the region for 7 years already, will be held in Riga in March 2017. The events boast a unique concept matching event and incentive planners with destinations and its suppliers from Central & Eastern Europe. After having been organized in Prague twice, Budapest, Bucharest, Warsaw and Berlin, it is now Riga to be the shining centre point of this well connected, safe, high quality and value for money part of Europe.

"Riga Tourism Development Bureau and MEET RIGA official Riga City convention bureau are proud that Europe Congress selected Riga as the host destination for the MCE Central & Eastern Europe 2017 forum. We will be pleased to welcome more than 100 hosted buyers from Western and Northern Europe and other worldwide destinations during the forum and will be happy to introduce them to our multilayer history, exciting offer for MEETings & events, venue possibilities, and enjoy Latvian Modern cuisine. Riga and Latvia are safe, reliable and are affordable destinations!" Vita Jermolovica, Board Director of Riga Tourism Development Bureau and Aigars Smiltans, MEET RIGA Director, stated.

Inese Sirava, Director of the Tourism Department of the Investment and Development Agency of Latvia (the Latvian tourist board), added: "We are honored that Europe Congress has chosen Riga as the host destination of MCE Central & Eastern Europe

2017, and are confident that the decision will prove to be the right one. Latvia is a perfect destination for meetings and events. It's accessible, affordable, reliable, safe and green, and combines the best of history with contemporary amenities." The 7th annual MICE business energizer forum will take place at the Radisson Blu Hotel Latvija, the largest event hotel venue in the Baltics. The Sales & Marketing Director of this event partner was quoted: "This is a great opportunity for Riga, Radisson Blu Hotel Latvija and the regional MICE industry to host 7th annual MCE Central & Eastern Europe, MICE forum - to attract new buyers and business connections to our destination. I am confident, that destination promotion starts from the experience at the destination and we are very much looking forward to welcome suppliers and hosted buyers to our city and the hotel, to show our international experience and truly "Yes I can" service in all levels" ■

## The Union of International Associations (UIA) published its International meetings Statistics Report

Meetings taken into consideration include those organized and/or sponsored by the international organizations which appear in the Yearbook of International Organizations and in the International Congress Calendar, i.e. the sittings of their principal organs, congresses, symposia, regional sessions grouping several countries, as well as some national meetings with international participation organized by national branches of international associations.

Not included are purely national meetings as well as those of an exclusively religious, didactic, political, commercial, or sporting nature, and corporate and incentive meetings, the survey of these specific markets not being within the scope of activities of the UIA.

The editors emphasize that the number of meetings in the database for the current reporting year will, on average, increase by 11 percent over the next year, and by nearly 35 percent over the following five years ■

### TOP International meeting countries in 2015

Country	Number of meetings	Percentage of all meetings
1. USA	930	7,8
2. Korea Rep.	891	7,5
3. Belgium	737	6,2
4. Singapore	736	6,2
5. Japan	634	5,3
6. France	590	5,0
7. Spain	480	4,0
8. Germany	472	4,0
9. Italy	385	3,2
10. Austria	383	3,2

City	Number of meetings	Percentage of all meetings
1. Singapore	736	6,3
2. Brussels	665	5,7
3. Seoul	494	4,2
4. Paris	362	3,1
5. Vienna	308	2,1
6. Tokyo	249	2,1
7. Bangkok	242	1,8
8. Berlin	215	1,6
9. Barcelona	187	1,4
10. Geneva	172	1,4





# PRAGUE: TREND EVENT will be held at the Prague Velka Chuchle Racecourse

**TREND EVENT** – a large meeting of B2B event managers with suppliers will take place on October 18, 2016. This event will include company marketing managers of companies, event organizers and organizers of social events, production companies, representatives of marketing agencies, and B2B journalists. Also attending will be event suppliers of programs and services as well as hotel managers and representatives of conference venues.

It will be the 22nd edition of this popular event for professionals in the events industry, and the organizing company, RAIN.CZ, with its project manager Pavel Hofrichter and his team, have chosen the Conference Centre VISION in the CONSEQ PARK at the Prague Velka Chuchle Racecourse, the location of seasonal horse racing. It is situated in the outskirts of Prague, where horseraces are held from April to the end of October. Horseracing has had a long and rich tradition in the Czech Republic.



The VISION CONSEQ Park complex offers more than 50 000 square metres of outdoor spaces, and 10 000 interior square metres of an area that can be used for meetings, commercial shows and trade fairs. The VISION Conference Centre can be found on the 1st floor in the Prague Velka Chuchle Racecourse and it is a multifunctional and newly designed venue with the largest sunny terrace in Prague. The complex also offers 3 VIP salons and a VISION Restaurant for 20 – 400 people.

**TREND EVENT** has become a very popular B2B event for the local meetings industry where good food, fun, rich programs, a conference and networking opportunities mix pleasure with business in a natural way and offer an inspirational environment. Each time, the organizing company opts for an interesting unusual venue, or a new conference and event spaces in Prague ■

9<sup>th</sup> Annual



19 - 21 October 2016

## Asia's Leading Travel Trade Show

### Key Speakers



Lee McCabe  
*Facebook*  
Global Head of Travel



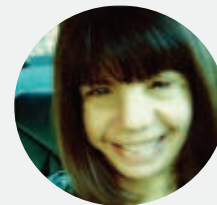
Bert Li  
*Amway China*  
Associate Director of Event Production



Jenny Wu  
*Ctrip.com International Ltd*  
Chief Strategy Officer



Greg Schulze  
*Expedia Group*  
Senior Vice President, Commercial Strategy & Services



Jenn Villalobos  
*Google*  
Head of Hotel and Airlines



Aileen London  
*Oracle Corporation*  
Senior Manager Global, Meeting Services JAPAC

For more information, please visit our website at [www.itb-asia.com](http://www.itb-asia.com)  
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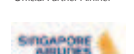
Official Medical & Travel Security Partner:



Official Partner Country:



Official Partner Airline:



#### Conference Partners:



# EXPERIENCE THE NEW 80/20 CONFERENCE FORMAT AT **EVENTEX 2017**

Eventex, the disruptive conference for event professionals is back with a bang! Join us for the 9th edition on 24-26

January 2017 in Dublin's Croke Park Stadium.

The new 80/20 conference format is at the heart of this three-day event experience that includes masterclasses and mash sessions with some of the industry's

movers and shakers. Those of you looking to enhance your knowledge and expand your professional horizons can choose one masterclass from a number of topics each day. The lineup offers an interesting array of sessions that has something for everyone in the industry - event design, sales,

audio & visual, improving ROI, user experience, negotiations, etc.

The masterclasses are limited to 30 people each, and you are advised to register early to book a place. The Eventex Mash Sessions

are a unique new way to get even more value from the event – at the end of each day, everyone will gather and share what they have learned from the masterclasses.

Eventex 2017 will also feature an expo, awards gala, and different off-site events.

You can learn more and register for Eventex 2017 at [eventex.co](http://eventex.co) ■



## DESPITE WIDESPREAD GROWTH, Europe's hotel industry still contrasted during first semester 2016

The latest ECM-MKG European Destinations Observatory report\* points out that for the first semester of 2016, European hotels keep up the positive trend with a 0.2 point increase in Occupancy Rate and 1.3% growth in Average Daily Rate\*\* allowing +1.6% in the RevPAR\*\*\*.

Brussels and Paris most impacted by terrorism fear in first semester 2016 Brussels' RevPAR dropped by 18.5%, mostly due to a 13.9 points decrease in occupancy rate, aftermath of attacks in March. Other European capitals, London and Berlin, were also indirectly somewhat affected by these events (respectively -3.0% and -1.7% in RevPAR), raising doubts about European security in the eyes of foreign clientele. Nevertheless, London still got the best occupancy rate in Europe. Cities like Cologne, Dresden or Hannover, in spite of a strong business activity, are on a downtown trend, while Düsseldorf, Nuremberg or Munich recorded a RevPAR increase respectively by 20.9%, 16.4% or 11%.

France regained a growth track especially thanks to the organisation of Euro 2016 (June 10 - July 10). Its RevPAR improved in almost all cities like Lille (+23.2%) or Marseille (+8.2%), but Paris is still recovering from the consequences of the November 2015 attacks with a RevPAR decrease by 13%.

... while the hotel industry keeps a positive trend in the rest of Europe Prague had reached a strong RevPAR evolution in the first quarter, knew a worst second one, but the RevPAR remains positive with a 3.5% growth. Amsterdam was also among the frontrunners in the European landscape (+11.7% in RevPAR), as hotels benefitted from the organisation of many international medical and business events. Budapest also registered positive results, with an 8.1% increase in RevPAR due to gains in Average Daily Rate (6.8%).

Polish hoteliers benefited from the European men's handball championships at the beginning of the year and Wroclaw being the European Capital of Culture 2016. Warsaw and Poland report increases in the RevPAR by respectively 9.8% and 7%. Austria posted a RevPAR increase by 2.3%, better result than the capital, Vienna, once again more or less stable (-0.3%). In Northern Europe, Edinburgh knew a RevPAR increase by 8%, Liverpool is on a good trend too with a RevPAR increase by 5.6%.

Finally, performance across Southern Europe continued to improve. RevPAR in Lisbon grew by 2.3%, it strongly increased in Spain with San Sebastian (+34%) sharing the title of European Capital of Culture 2016 with Wroclaw, Zaragoza (+18.4%), Valencia (+18.3%), Malaga (+17%), Barcelona (+13.4%) or Madrid (+9.8%). In Italy, only Bologna is on a positive trend, with a RevPAR increase by 9.3%, Milan who organised last year the Universal Expo can observe a decrease by almost 12% ■

\*\*ADR: Average Daily Rate - room revenue divided by number of sold rooms.

\*\*\*RevPAR: Revenue per Available Room - occupancy rate x average price or room revenue divided by available rooms.



# MICE EXPOSITIONS 2016/2017

## 2016

30 – 31 <sup>st</sup> MAY	<b>MICE CEE</b> is Media Partner	Leaders in Hospitality CEE & CIS Vienna, AUSTRIA .....	<a href="http://www.hotelcee.com">www.hotelcee.com</a>
SEPTEMBER 27 – 29	<b>MICE CEE</b> is Hosted Media	IT & CMA – Incentive Travel & Conventions, Meetings Asia/CTW – Corporate Travel World Bangkok, THAILAND .....	<a href="http://www.itcma.com.sg">www.itcma.com.sg</a> ..... <a href="http://www.corporatetravelworld.com">www.corporatetravelworld.com</a>
OCTOBER 16		World Tourism Forum Doha, QATAR .....	<a href="http://www.qatar.worldtourismforum.net">www.qatar.worldtourismforum.net</a>
OCTOBER 18		TREND EVENT Prague, CZECH REPUBLIC .....	<a href="http://www.trendevent.cz">www.trendevent.cz</a>
18 – 20 OCTOBER	<b>MICE CEE</b> is Media Partner	IMEX America Las Vegas, USA .....	<a href="http://www.imexamerica.com">www.imexamerica.com</a>
19 – 21 OCTOBER	<b>MICE CEE</b> is Media Partner	ITB Asia Singapore, SINGAPORE .....	<a href="http://www.itb-asia.com">www.itb-asia.com</a>
26 – 28 OCTOBER	<b>MICE CEE</b> is Media Partner	ACTE Global Corporate Travel Conference Amsterdam, NETHERLANDS .....	<a href="http://www.acte.org">www.acte.org</a>
OCTOBER 20	<b>MICE CEE</b> is Media Partner	MICE Day at ITB Asia Singapore, SINGAPORE .....	<a href="http://www.itb-asia.com">www.itb-asia.com</a>
7 – 9 NOVEMBER		WTM London, UK .....	<a href="http://www.wtmlondon.com">www.wtmlondon.com</a>
29 NOVEMBER – 1 <sup>st</sup> DECEMBER	<b>MICE CEE</b> is Media Partner	EIBTM The Global Meetings and Incentives Exhibition Barcelona, SPAIN .....	<a href="http://www.eibtm.com">www.eibtm.com</a>



From IT & CMA in Bangkok 2016 – Official Press Conference (from left):  
**Viroj Sirihorachai**, Vice President, Revenue Management and Commercial Services at Thai Airways, **Supawan Teerarat**, VICE President of Strategic and Business Development at TCEB, and **Darren Ng**, Managing Director of TTG Asia Media

# 2017

16 – 20 JANUARY	<b>MICE CEE</b> is Hosted Media	ATF – Asean Tourism Forum and TRAVEX Singapore, SINGAPORE ..... <a href="http://www.atf2017.com">www.atf2017.com</a>
7 – 9 FEBRUARY		IBTM Arabia Gulf Incentives, Meetings and Business Travel Exhibition Abu Dhabi, UAE ..... <a href="http://www.ibtmarabia.com">www.ibtmarabia.com</a>
22 – 24 FEBRUARY	<b>MICE CEE</b> is Media Partner	ACE of M.I.C.E. Exhibition Istanbul, TURKEY ..... <a href="http://www.ameistanbul.com">www.ameistanbul.com</a>
1 <sup>st</sup> – 2 <sup>nd</sup> MARCH		CONFEX London, UK ..... <a href="http://www.international-confex.com">www.international-confex.com</a>
8 – 12 MARCH		ITB Berlin, GERMANY ..... <a href="http://www.itb-berlin.de">www.itb-berlin.de</a>
13 MARCH	<b>MICE CEE</b> is Media Partner	INTERNATIONAL M.I.C.E. FORUM Moscow, RUSSIA ..... <a href="http://www.miceforum.ru">www.miceforum.ru</a>
16 – 18 MARCH		GIBTM Gulf Incentives, Meetings and Business Travel Exhibition Abu Dhabi, UAE ..... <a href="http://www.gibtmarabia.com">www.gibtmarabia.com</a>
6 – 8 APRIL		AITF 16 <sup>th</sup> Azerbaijan International Travel & Tourism Fair Baku, AZERBAIJAN ..... <a href="http://www.aitf.az">www.aitf.az</a>
18 – 20 APRIL	<b>MICE CEE</b> is Media Partner	IT&CM CHINA Incentive Travel and Conventions, Meetings Shanghai, CHINA ..... <a href="http://www.itcmchina.com">www.itcmchina.com</a>
16 – 18 MAY	<b>MICE CEE</b> is Media Partner	IMEX The Worldwide Exposition for Incentive Travel, Meetings & Events Frankfurt am Main, GERMANY ..... <a href="http://www.imex-frankfurt.com">www.imex-frankfurt.com</a>
13 – 15 JUNE		The Meetings Show London, UK ..... <a href="http://www.themeetingsshow.com">www.themeetingsshow.com</a>
15 – 18 JUNE		ITE & MICE Hong Kong ..... <a href="http://www.itehk.com">www.itehk.com</a>
21 – 24 SEPTEMBER		MIBEXPO and Luxury Travel Week – Matiw Moscow, RUSSIA ..... <a href="http://www.mibexpo.ru">www.mibexpo.ru</a>



IMEX Frankfurt



# ACE of M.I.C.E. EXHIBITION

22 – 24 February 2017

## Don't Forget to Take Your Place at AME 2017!



### AME 2016 In Numbers

Exhibition Area of **6.246 m<sup>2</sup>**

**14.496** Visitors

**339** Exhibitors



**750** Hosted Buyers



**9.843** B2B Meetings



**62** Speakers at **25** Sessions for 3 days



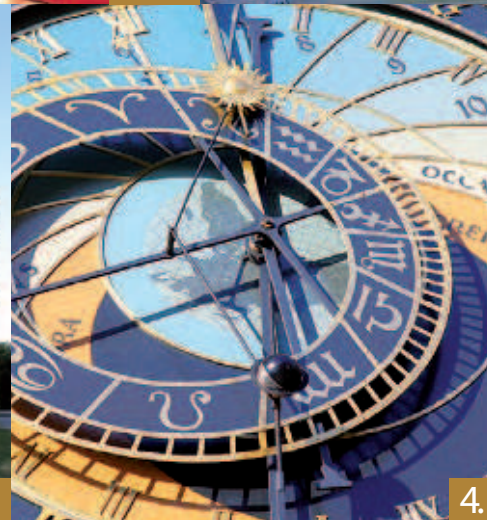
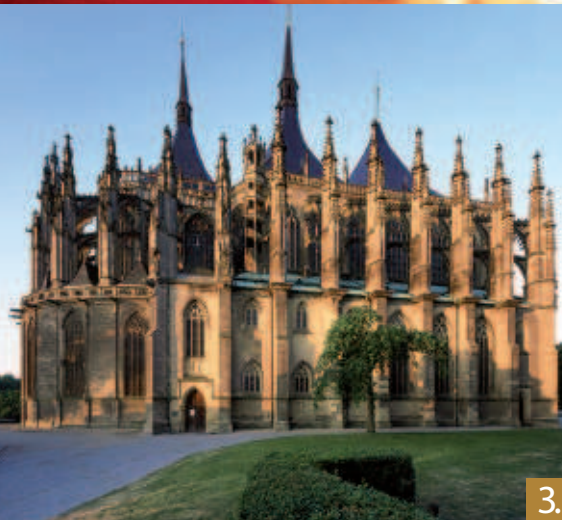
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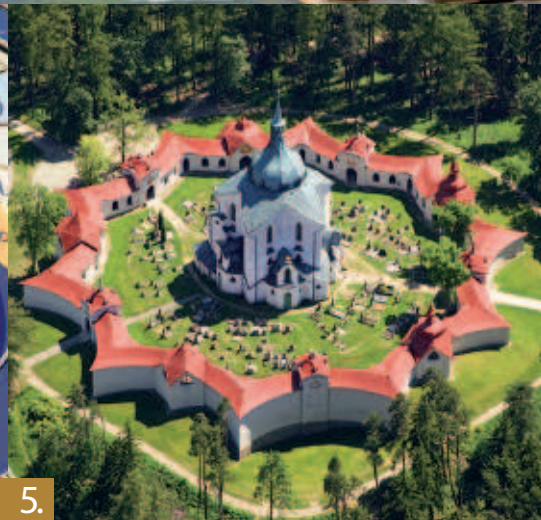




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## You can admire 12 UNESCO Monuments in the Czech Republic:

SOME OF THEM:

- ① The City of Litomyšl – Gardens and Castle
- ② The City of Olomouc – Holy Trinity Column
- ③ The City of Kutná Hora – Church of St. Barbara

- ④ Prague – Historical downtown with The Astronomical Clock
- ⑤ Žďár nad Sázavou – Pilgrimage Church of St. John of Nepomuk at Zelená Hora
- ⑥ Brno – Tugendhat Villa
- ⑦ Holašovice – Village Reservation