

# MICE

CENTRAL & EASTERN EUROPE

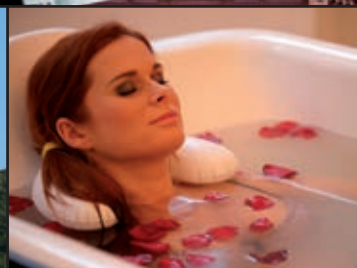
MEETINGS | INCENTIVES | CONFERENCES | CONGRESSES | EXPOSITIONS | EVENTS



Meetings in the Slovak capital for Ice Hockey for up to 500 people

**MICE  
Destinations  
World**

**GO CZECH  
REPUBLIC**





# IMEX is evolving

come along for the ride

Each year IMEX disrupts and transforms to lead and unite the entire business events industry.

There's a constant though. The core values we use to plan and deliver the IMEXperience:

**Inspiration** – It's everywhere from the Discovery Zone to 250 free seminars including dedicated programmes for in-house, association and agency event pros.

**Quality** – It underpins everything you'll see, use and experience at IMEX.

**Collaboration** – A dynamic melting pot where event strategists, suppliers, your peers and industry influencers gather and create.

Register your interest at [imex-frankfurt.com](https://imex-frankfurt.com)  
EduMonday 11 May, IMEX in Frankfurt 12-14 May, 2020



**FRANKFURT**  
12-14 MAY 2020

The heartbeat of  
the global business  
events community





## PRAGUE

*The golden pearl on the River Vltava is well known as a popular MICE destination. ICCA (International Congress and Convention Association) ranked it as the best in 2017. The small city centre means everything you need is within walking distance. There*

*are, for example, many new, modern restaurants with design interiors, the best food for vegetarians, and luxury hotels at very affordable prices, sometimes located inside historic monuments or unusual buildings (e.g. post offices, design towers, banks, monasteries).*



## BUDAPEST

*Hungary's capital offers a picturesque atmosphere full of soul. It is rich with architectonic monuments, cultural heritage, and historical sites, but at the same time, Budapest is a modern and dynamic city. It is genuinely the vibrant centre of Europe, offering an atmosphere of classical music, central European charm, excellent food, and a variety of hotels and venues in various styles on the River Danube – all factors to help you create an unforgettable event and experience.*

## KOSICE

*The city of Košice, located in eastern Slovakia, was the 2013 European Capital of Culture. Home to the oldest*



*marathon in Europe, it boasts the largest heritage reservation in Slovakia, as well as the most extensive and richest gold treasure hoard in Europe. You can visit the Východoslovenské múzeum (East Slovak Museum), admire it, and secretly wish you had discovered it. This modern Slovakian city, well known for its hockey and unique hockey culture, has 239,171 inhabitants.*



## TOKYO

*Last September's 2018 IWA World Water Congress & Exhibition boasted record attendance. Nearly 10,000 leaders*

*from governments, utilities, academia, private companies and international organisations from 98 countries gathered at Tokyo Big Sight for the event. Tokyo thrills with its contradictions: ultramodern, neon-lit skyscrapers and tranquil temples, unmatched street style and centuries-old etiquette...it's like a fevered dream from which you don't want to wake up. Japan's capital has more Michelin stars than any other place on earth and is one of the world's best food destinations.*



## CRUISES

*Holding your next meeting at a luxury or exotic destination? That's all very well, but there is a way you can get more for your money, and this is becoming very trendy: hold your MICE event onboard. Take a cruise ship, and it can be a couple*

*of hours, a couple of days, or even a couple of weeks. Meetings at sea are sailing on a rising tide in the MICE industry. It is a cost-effective way of putting on a meeting that doesn't look or feel like every other meeting. In fact, cruise meetings can cost up to 30% less than comparable meetings conducted ashore.*

# 5 TRENDY MICE Destinations for 2019



# MICE

## DEAR READERS,

**I**t is autumn in Central Europe, and in Prague, in the heart of Europe, it is time for various parties and celebrations connected to the harvest, and the grape harvest especially – you have here almost every weekend famous “*vinobraní*” (both in Prague and in other cities in the Czech Republic). A glass of “*Burčák*” (fermented young Moravian wine that is very good for your health) is associated with this time of year, as well as Czech food specialities, dulcimer music, various popular music, and traditional handcraft. The official Burčák season lasts until November 30th. Cheers!

Our new issue is here, and you can once again discover interesting places in the Czech Republic and Go, or Try Slovakia...you will find within news, MICE hotels with good infrastructure for events, and venues and activities that will transform your MICE events into unforgettable experiences. We also introduce various destinations from other parts of the world and bring you news from MICE Exhibitions worldwide.

I am also very happy to announce that eventex voted me one of the TOP 100 most influential people in the meetings industry. Please stay with us, and if you have any recommendations or ideas about what you would like to read in our magazines, or what kind of information would help your business, please do not hesitate to contact me.

Let MICE CEE be your inspiration and guide.

Sincerely,

**Zuzana Adamson, PhD.**

Publisher

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

- 6 NEWS FROM CEE
- 26 NEWS GLOBAL
- 3 5 TRENDY MICE DESTINATIONS FOR 2019

### *Go Czech Republic*

- 10 ECONOMIC INFO
- 11 EXPERT INSIDE VIEWS
- Why choose the Czech Republic for your next MICE event?**
- Buyers & Representatives Talk**

#### DESTINATION PRAGUE

- 12 **PRAGUE: the Right Stage to realise your Dream Events**
- 18 **5 Classy cafés in Prague**
- 19 **Shop until you Drop**
- Our tips and bestsellers by Manufaktura**
- CASE STUDY
- 17 **L'Oréal INDIA decided to organize their annual meeting in Prague, by EUROPEA TRAVEL**
- CITIES & REGIONS
- 20 **West Bohemia: the region of spas**
- 21 **Karlovy Vary: Luxury spa hotels and Becherovka savoured in Czech crystal goblets**
- 22 **DISCOVER... the City of Liberec**
- 24 **Time for...OLOMOUC**

### *Try Slovakia*

- 29 EXPERT INSIDE VIEWS
- Why choose Slovakia for your next MICE event?**
- Buyers & Representatives Talk**
- 30 **Close Encounters with SLOVAK towns**
- INTERVIEW
- 32 **Helena Valtrova, Yasmin Hotel Košice: Meetings in the Slovak capital for Ice Hockey for up to 500 people**

#### HOTELS & VENUES & CVBs & DMCs

- 6 **Europea Travel**
- 13 **CUBEX Centre Prague**



# CEE

- 15 Prague Congress Centre
- 21 Hotel Imperial Karlovy Vary
- 23 Wellness Hotel Babylon
- 33 Hotel Yasmin in Kosice
- 52 X-Bionic Sphere in Slovakia

## *Destinations World*

- 36 MACAO: Scientifically the Right Place to Meet
- 38 Macao is becoming a popular MICE destination
- 40 Organising an important conference in YALTA, or in MALTA?
- 41 2 Great MICE venues in Malta
- 42 Mysterious stones in CARNAC

## MICE & INDUSTRY

- 44 IBTM world 2019
- 46 The 100 MOST Influential People in the Event Industry, by Eventex
- 47 ITB Asia Unveils Latest Conference Theme: "Bold Thoughts, Bold Moves"
- 51 A.C.E. of MICE in Istanbul, TURKEY

## LIST OF...

- 49 MICE EXPOSITIONS 2019/2020

## PLUS+

- 18 Behaviour Rules in CEE countries (for your groups) PART I.
- 41 Behaviour Rules in CEE countries PART II.



## *Czech Superstar Karel Gott-* THE HAPPY MAN WHO LIVED HIS DREAM

Czech people are in mourning this autumn. Beloved by the majority of the nation, the biggest superstar and the most well-known singer Karel Gott, nicknamed "The Golden Voice from Prague", passed away October 1, aged 80. Not just Czech people but also those in Germany and other countries sing "Bee Maja" – one of his famous hits.

In an interview, Karel Gott once said: "I sing. I live my dream". His mission was simple: to make as many people as possible happy with his songs. The greatest things are the simplest. Karel Gott was not only a big talent with an incredible 50-year career at the TOP of Czech music, and a real international superstar, but also a man of deep human qualities, hard-working, professional, conscious, modest, and charismatic. May he rest in peace.



MICE CENTRAL & EASTERN EUROPE ■ Registration MKČRE 17637 ■ Publisher & Managing director: Zuzana Adamson PhD., Ondříčkova 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: John Pennington, ■ Contributors: Jana Collins ■ Photos by: Steven Adamson, Wikimedia, Shutterstock, Aron Brand, Andre SR, Yuri Arcus, Andrey Popov ■ Layout: Patrik Lapač, Kateřina Hegedušová and www.soliter.com, Prague ■ Date of Publication: September/October 2019

Our business is nature - friendly. When you have finished with this magazine, please recycle it.

# NEW Prague-Budapest flight connection



Polish air company LOT Polish Airlines announced the start of a new flight connection between PRAGUE and BUDAPEST. The connection will open on March 30, 2020 with two flights per day. Embraer 195 planes will carry 112

passengers at a time. BUDAPEST is a very popular destination, and the new route could carry about 110,000 passengers yearly in both directions. LOT also announced that it plans to open connections with five other European destinations from Budapest ■



# A new Hungary-Serbia flight connection

In August 2019, Air Serbia launched direct flights between Budapest and Niš (in southeast Serbia), whose airport is named after the emperor Constantine the Great. Passengers can fly with the Serbian national carrier between the two cities twice a week, throughout the year. The flight takes one hour and ten minutes. The Serbian city of Niš is an important centre of industry and a road transport hub. It is one of the main stops between Belgrade and Sofia, the capital of Bulgaria) but it also has a rich history ■



**Asiana, Co. Ltd.**  
**Velflíkova 8, 160 00 Prague 6**  
**Czech Republic**  
**tel.: (+420) 234 703 131, (+420) 778 761 227**  
**e-mail: [incoming@europea.travel](mailto:incoming@europea.travel)**  
**[www.europea.travel](http://www.europea.travel)**

# Europea



## Europea Travel

## The Central and Eastern Europe DMC and Inbound Tour Operator.

Europea Travel - Member of Asiana Multi-Brand Global Travel company.

More than **25 Years of Experience**, based in Prague, specializes in the organization & execution of **Meetings, Incentives, Conferences, Events** and Special Interest groups. **Europea Travel** is right partner for you for **complete solution**. Our in-depth knowledge of the region, leading position in the travel industry, and creativity ensure our clients will enjoy a customized and successful program.

**Europea Travel**  
is ready to help you in

- Czech Republic
- Austria
- Germany
- Hungary
- Poland
- Slovakia
- Slovenia
- Croatia



## Activities

**Wide range of services** as destination search, venue search, accommodation, transportation, F&B solution, event management including AV design and performances will help you to create memorable event.

## Events

**A team** of customer oriented, highly professional and experienced young staff is responsible for providing our clients with smart planning as well innovative and cost effective solutions, ensuring that each group's individual objectives will be met.

## Performances

**Europea Travel** team will always do an extra mile to help you design tailor made solution for you. No matter what the event or the occasion, just name it.

*References available  
on request*



# UNESCO names two new World Heritage Sites in the Czech Republic



The Czech Republic has two new UNESCO World Heritage Sites, bringing the country's total to 14. The World Heritage Committee, at its meeting in Baku in July 2019, decided to add the Erzgebirge/Krušnohoří Mining Region and the Landscape for Breeding and Training of Ceremonial Carriage Horses at Kladruby nad Labem. They are the first new sites in the Czech Republic since 2003. The Krušnohoří Mining Region spans part of south-eastern Germany and north-western Czech Republic, and is rich in metal ore exploited through mining from

the Middle Ages onward, according to UNESCO. The Krušné Hory mountains are sometimes called the Ore Mountains in English.

"The region became the most important source of silver ore in Europe from 1460 to 1560 and was the trigger for technological innovations. Tin was historically the second metal to be extracted and processed at the site. At the end of the 19th century, the region became a major global producer of uranium," UNESCO said in its description.

The Czech side has five areas: the mining cultural landscapes of Jáchymov, Abertamy - Boží Dar - Horní Blatná, and Krupka, plus Mědník Hill and the "Red Tower of Death" (Rudá věž smrti) at Ostrov.

The second new site listed by UNESCO, the Landscape for Breeding and Training of Ceremonial Carriage Horses at Kladruby nad Labem, is situated in the Střední Polabí area of the Labe plain. It consists of flat, sandy soils and includes fields, pastures, a forested area and buildings, all designed for breeding and training Kladruber horses, a type of draft horse used in ceremonies by the Habsburg imperial court.

"An imperial stud farm was established in 1579 and has been dedicated to this task since then. It is one of Europe's leading horse-breeding institutions, developer at a time when horses played vital roles in transport, agriculture, military support and aristocratic representation," UNESCO said.

UNESCO, the global organisation which guides local destinations on what to do with their sights and properties, laid down several conditions the farm must meet by 2020 ■



## CZECH REPUBLIC: *Record number of visa applications*

**T**he Czech Foreign Ministry has reported record interest in obtaining Czech visas. Between the start of January and the end of June 2019, Czech diplomatic missions received 408,000 visa applications, 13% more than in the same period last year. In 2018, there were 722,000 visa applications, which was the most in the country's modern history. This year, that figure is expected to exceed 800,000.

The Czech diplomatic missions that received the highest

number of tourist visa applications during the first six months of 2019 was the embassy in Moscow, with over 100,000 requests, followed by the embassy in Beijing (38,000) and the consular office in Shanghai (20,000).



Overall, the Czech Republic rejected about 5% of visa applications this year. As many as 50% of visa applications were rejected in regions with high migration rates or safety issues, such as Střední Polabí ■

# DANUBIUS HOTELS GROUP CREATES NEW ENSANA BRAND

**D**anubius Hotels Group (DHG), one of Europe's largest health spa operators, has launched a new brand for its health spa hotels.

The new brand, named Ensana, will encompass 26 rebranded DHG sites across Europe that treat millions of people yearly using natural resources.

The majority of Ensana properties are located in traditional spa towns in Central and Eastern Europe like Hungary (thermal baths), Slovakia (mud pools), and Romania (salt baths), but next year the company will operate its first site in the UK in Buxton.

The Danubius brand will still be used for 16 city-based hotels, while Ensana will focus on natural healing and medical spa expertise. Ensana has ambitions to expand across Europe, through a combination of asset-acquisition and management agreements with third-party owners.

Mark Hennebry, Ensana chairman said: "We are continually seeking to expand and seek new opportunities for the brand. We have already invested significantly in our existing spa hotels, and over the coming years, we have plans to innovate and invest in numerous ways - creating inspiring new treatments, facilities and of course, jobs."

DHG is owned by CP Holdings Ltd, a UK incorporated company. CP Holdings first invested in DHG in the early '90s and then bought a controlling stake in the group in August 2015 ■



## RUSSIA: Making it easier to acquire a visa

Russia's Foreign Minister, Sergei Lavrov, decided to make it easier for tourists to enter the country by extending visa validity from one to six months. The change should help increase tourism and will also be supported by the option to apply for a visa online. When foreign people travel to Russia, to apply for a visa, they need to have a document that confirms their participation with a travel agency which organises their trip. This requirement is,

according to travel professionals, only a formality because any hotel can provide one, or you can get one online. Lavrov believes this requirement is uncomfortable and can discourage tourists. Visas valid for one month will now have six

months' validity. This measure could increase tourism by 25% and should come into force in January 2021 ■



## Jurys Inn in Prague transformed into Botanique Hotel Prague

The Jurys Inn hotel in Prague that belonged to the Jurys Inns Group hotel chain for ten years has changed brand and now assumes a new identity. Since September 1st, 2019, the hotel has been branded as Botanique Hotel Prague. It will offer its guests better services as well as an interesting and creative new concept, for which the hotel management cooperated with architectural studio AA Lábus and design studio Olgoj Chorchoj.

This 4-star hotel has 214 spacious rooms and a conference space for up to 160 people plus a modern bistro restaurant. Before 2022, the hotel should have 55 more rooms and a modernised conference centre. In September 2019, the hotel hosted a conference about "Safe Guilt" (pictured) ■





# GO CZECH REPUBLIC

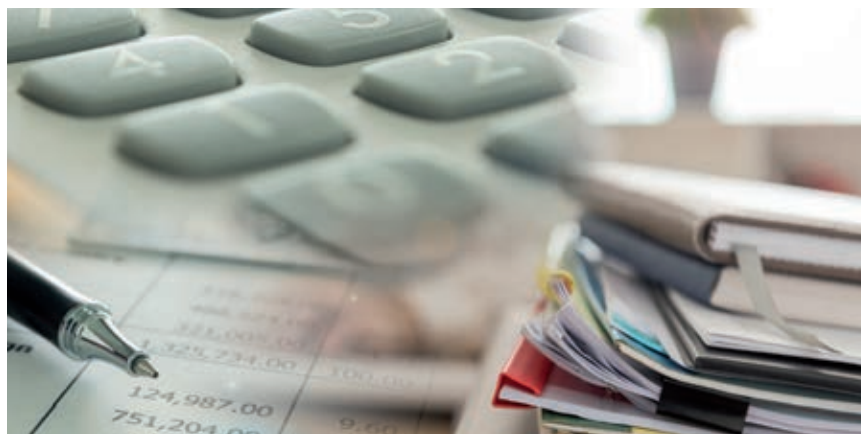


DISCOVER PRAGUE - A GOLDEN  
STAGE FOR YOUR NEXT MICE  
EVENT.

## THE ECONOMY

Czech economic growth slowed to 3% in 2018, down from 4.5% in 2017, driven by domestic demand, according to data published by the Czech Statistics Office (CSO) on February 15. In the fourth quarter of the year, domestic gross domestic product (GDP) grew by 2.9% year-on-year.

“Domestic demand contributed significantly to its growth, especially the gross fixed capital formation and final consumption expenditure of households. The following contributed the most significantly to the growth of the gross value added: economic activities of industry and economic activities of trade, transportation and storage, accommodation and food service activities,” the CSO reported, adding that gross value also increased significantly in the construction, information, and communication sectors.



In 2019, the main driver of growth should be, as in the previous year, domestic demand, particularly household consumption and investment by companies and governments. Household consumption will be supported by solid wage growth, but also by several social benefit changes that will increase household income, according to the Czech National Bank ■

## TRAVEL & TOURISM

The Czech Republic welcomed 10.6 million tourists in 2018, which is more than half a million additional tourists compared to the previous year, according to official statistics released by the CSO. However, this data is based on overnight stays in hotels and other accommodation facilities across the country, and they do not include guests that stay in Airbnb apartments.

The total number of guests of public accommodation establishments was 21.3 million in 2018 (this number includes domestic guests as well.) The population of

the Czech Republic is about 10 million – equal to the number of tourists.

The highest number of people came from neighbouring Germany (more than 2 million), followed by Slovakia (735,000), Poland (620,000), China (620,000), and the USA (556,000). Next on the list are Russia with 545,000 people, then the UK (497,000), South Korea (416,000), Italy (410,000), and Austria (299,000). Largely due to new flight routes being opened, the number of visitors from Asian countries has more than doubled over the past five years ■

## MICE STATISTICS

Prague hosted a record number of conferences and congresses in 2018. Over 4,500 events took place in its collective accommodation establishments last year – that is more than a third of all events held in the Czech Republic. The Czech metropolis welcomed almost 540,000 delegates from all over the world. At the same time, Prague occupied ninth position in ICCA's (International Congress and Convention Association) international ranking of the most popular meeting destinations this year.

According to the CSO, whose statistics are based on meetings held in collective accommodation

establishments with an attendance of over 50 persons, 4,534 conferences and congresses took place in Prague in 2018, which represents 36% of all events held in the Czech Republic. The most common source markets in 2018 (for Prague) were the United States, Great Britain, Germany, France, and Switzerland.

Delegates arrived in the Czech capital city to discuss topics including medical sciences, education, social sciences and industry. Congress hotels remain the most popular meeting venues (78% of all events held in Prague ■



# Why choose the Czech Republic FOR YOUR NEXT MICE EVENT?

Here we bring you different perspectives on event organising in the Czech Republic. We ask hotels, venue representatives and buyers about their experiences, why the country should be in your „Hot List“ of destinations when planning your next meeting, congress or conference.

■ By **Zuzana Adamson**

## REPRESENTATIVES & SELLERS TALK



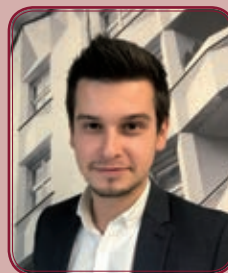
**George Leonardo Briggs III,**  
*Professor at the CVUT University  
in Prague, from the USA*

The first time I came to Prague, I found the city to be an absolutely beautiful woman, and I fell in love with her. I moved only two months after my

visit to stay for longer. I was totally smitten with this gorgeous and incredible city. I am from the US, and I have previously lived in European cities in Norway, Germany, and Malta. But Prague is the queen. There is something magical here that will not let you go.

I think I just followed my heart to move to Prague – and it is the city in the heart of Europe. There are plenty of modern cafés and restaurants, surrounded by splendid architecture, small streets, and corners. I love Czech food – specialities like „svíčková“ (beef sirloin with cream sauce), „vepřové koleno“ (roasted pork knee) with sauerkraut and onion, and other delicious local meals.

I have got used to enjoying the performances at the National Theatre. I think they do the best with what they have at their disposal. I was spoiled by the Metropolitan Opera in New York and other great theatres; here in Prague, I enjoy going to theatre and ballets often. I recommend you see Mozart's Les Noces de Figaro.



**Vít Gillánik,**  
*Sales Director in CUBEX, Prague*

It has often been said that Prague is located in the heart of Europe and I think that this is true. With its historical centre and beautiful sights, easy public transportation, and good value for

money I think you cannot find a better destination among the capitals of Europe. As a MICE destination, you can find various venues and hotels, bigger, smaller, historical, or modern. Those can be located either in the centre or in the outskirts.

There have been a couple of new developments on the Prague MICE scene in the last couple of years, one of which is Cubex Centre Prague, which won „The Best New Venue Award“ at the ninth Global Eventex Awards. The story behind the venue shows the traditional and genuine architectural design of Cubism put into modern form. Clean lines, sharp angles, and the unmistakable identity of the venue will change your event into a memorable experience. We combine this traditional approach with modern technology so you can run your event seamlessly and to high standards.

Thanks to its variable and multifunctional interiors it is an ideal venue for the organisation of a wide range of different events such as congresses, conferences, corporate presentations, concerts, exhibitions, as well as balls and gala dinners for up to 1,700 people.



**Viktor Březina,**  
*Sales & Event Manager at Grandhotel AMBASSADOR Národní Dům, KARLOVY VARY*

Karlovy Vary is a very attractive MICE destination. Apart from the wonderful city and colonnade architecture, rich historical and cultural heritage, large forests and the various activities available, this city can offer four quality golf courses, an airport, and many other things – not only in the city centre but also in the surrounding areas.

The Grandhotel Ambassador Národní Dům is a gem of architecture, created by architects Fellner and Helmer, who came from Vienna, between the 19th and 20th century, and it is located in the city centre, filled with a high standard hotel and spa, and cultural services in the Superior 4-star category.

We can manage „a key“ for event organisers, including free-time activities, social, and cultural programmes. Smaller conference rooms are equipped with modern technologies too.

Our original, personal approach and support of every event will assure satisfaction. We look forward to your visit to Grandhotel AMBASSADOR Národní Dům!



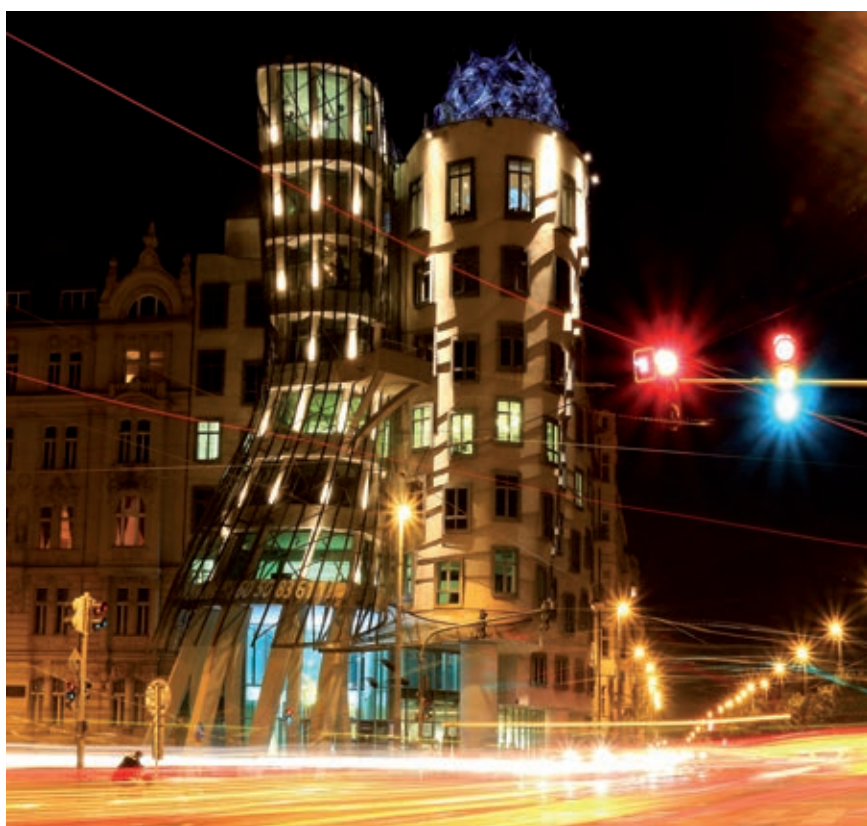
# PRAGUE:

*the Right Stage to realise  
your Dream Events*

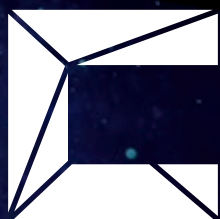
■ By Zuzana Adamson

Prague is not an ordinary city. It has something magical about it; once you visit the capital of Bohemia, you will be transformed by its beauty and majestic atmosphere, its classical architecture that combines historical style with modern constructions, the hustle and bustle of life, sculptures, ornate buildings, vibrant cafés, paintings on the facades taking you back through history, and classical music emanating from Catholic churches. All these beauties of Prague are well known by international congress organisers and managers of events and are reflected in Prague's position in various MICE industry rankings.

According to results published by the International Congress and Convention Association (ICCA) for the year 2018, they showed that the number of international association meetings doubles every ten years in the meetings industry in general.







Cubex  
Centre  
Prague

Multipurpose Venue  
For Your Events



Choose your own  
lighting colour



3,700 m<sup>2</sup>

conference  
and exhibition area

1,700 pax  
capacity

1,000 pax  
main hall capacity

CUBISM

interiors inspired by Czech  
cubist architecture

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





With 136 international association meetings (as per ICCA), Prague reached a fantastic ninth position for 2018, behind Singapore in eighth with 145 large international meetings, and ahead of Bangkok in tenth with 135. Prague occupies the best position among CEE countries (excluding Vienna). Budapest reached 20th position.

## THE MICE STAR CONSTANTLY DEVELOPS BETTER INFRASTRUCTURES

Prague is a destination which consistently ranks as one of the top MICE cities from a worldwide perspective. Nevertheless, the city is not resting on its laurels, and continuously puts a lot of effort into building, developing and updating MICE infrastructure in the city.

## PRAGUE'S CONGRESS CENTRE HAD A FANTASTIC YEAR AND IS EXPANDING

One example of Prague's efforts is The Prague Congress Centre (PCC), offering capacities for large congresses up to 2,764 people (Congress Hall), which aims to be in

the TOP 5 by 2020. The management would like to see Prague as one of the five best destinations in Europe. For PCC, 2018 was very successful: it achieved a profit of CZK 33 million (€1.7 million).

During the year, the modernisation of the centre's technical equipment continued, and 86 hotel rooms at the Holiday Inn Prague Congress Centre were also updated. Further development is planned, such as the construction of the New Hall in the coming years. The new unique architectural building will expand the PCC's exhibition space by an additional 5000 square metres by 2023. "Besides making the congress offer more attractive, the construction will solve the revitalisation of the public space of the entire Pankrác Square," says Pavel Habarta, the new PCC CEO.

## A NEW CONGRESS VENUE: O2 UNIVERSUM

The new complex is directly linked to the O2 Arena, which was opened in 2004, boasting 20,000 capacity for concerts and 15,000 for corporate events. Once the O2 Universum opens, it will add 50,000 square metres spread across four floors. The ambition of the new venue is to bring together congress events that have not been



# PRAGUE CONGRESS CENTRE

## YOUR PATH TO A GLORIOUS EVENT

Holding an event in the PCC is *a feast to the eye*. Built with the best available materials and a generous approach, the building is *full of artistic glass chandeliers, oil and graphic paintings and tapestries*. It is a place where the *combination of your inspirational sessions* and preserved art and *ingenious architecture* develops into a memorable event.

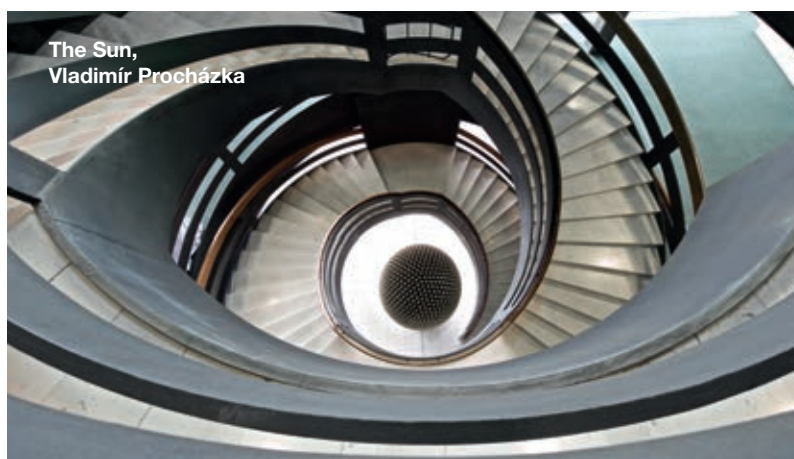
A Woman With a Dove,  
Stanislav Libenský and Jaroslava Brychtová



A glass chandelier in South Boardroom 2,  
Vladimír Procházka



The Sun,  
Vladimír Procházka



Over 250 events annually



Variable premises – 20 halls and 50 meeting rooms



Capacity up to 10 000 persons



A beautiful view of the historical city centre from our foyer



Art genius loci with over 200 art pieces



More than 1400 years of our team expertise



Futuristic design



Excellent transport accessibility

*Feel the change*

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

**PRAGUE**  
CONGRESS CENTRE





considered for Prague before – either because of the number of participants or due to the requirements for an exhibition area associated with the congress.

## CUBEX CENTRE: A MULTIFUNCTIONAL SPACE WITH THE WOW! FACTOR

This multipurpose venue for your events, named at the ninth Global Eventex Awards in 2019 as the “Best new venue in the world” stands in the business area in Prague 4. Its interiors are inspired by Czech cubist architecture. Czech cubism is an original, unique Czech art style that was expanded in the first half of 20th century. The main hall has capacity for up to 1,000 people, and together you can hold events for 1,700 delegates; the total conference and exhibition area offers 3,700 square metres. Modern technology including a 102 square metre projection Media Wall, or Concept Chameleon, that can create colours based on the client’s requests, contribute to its originality and modernity and can satisfy the most demanding of clients.

## PRAGUE TRENDS: ROOFTOP RESTAURANTS

The magical city over the River Vltava offers many sights, several cultural programmes and museums, events and local events, cafés and restaurants with both Czech and international specialities.

A new trend is to open restaurants with roof terraces which have great views over the city. You can find one of them on top of the Kotva shopping mall, and another on the top of Novotel Wenceslas Square Hotel. Duplex, the rooftop venue, can hold your events and is located on the Vaclavske Square.

In terms of location, the best is probably Terasa U Prince, perched on top of the Hotel U Prince on the Old Town Square. From here, you can see hundreds of Prague’s famous towers ■





## CASE STUDY

**EVENT NAME:** L'Oréal India

**EVENT SIZE:** 450 PAX

**ORGANIZED BY:** EUROPEA TRAVEL – MICE Division of Asiana

**EVENT DATE:** 11 – 16 December 2018

**LOCATION:** PRAGUE

### PREPARATIONS

L'ORÉAL INDIA decided to organize their annual meeting in Europe and the final decision was to do so in Prague. The site inspection with the client was done one month prior to the arrival and we provided several options for hotels and venues as well as possible activities suitable for 450 PAX. We finalized the details after the site inspection but some major changes also appeared just a few days before the event.

### LOCATION

The main event took place at the Prague Top Hotel due to the size requirements – the client needed specific stage setup, multiple



began and celebrations continued at the hotel until 3:00 AM when coaches took the last guests to their hotel of stay.

The last day of the common program was in Milovice, a former Soviet military base. All guests had a chance to shoot from AK-47 rifles and experience a tank ride. The day was completed with a visit of the Prague Castle and a city tour.

On Saturday, most of the guests stayed in Prague. For a part of them, we organized a day trip to Český Krumlov (UNESCO world heritage).

### CHALLENGES

There were many last time requests from the client and the client's Indian event company. We met all client's requirements and solved all problems linked with the changes. The biggest challenge was rescheduling the program of the activity day where daylight was crucial for the experience of shooting and tank rides. At the end, all guests experienced both activities and the client was satisfied ■



projections and other AV equipment to fulfil their expectations. Another important requirement was Indian cuisine – the Top Hotel has an in-house Indian chef who was able to deliver authentic Indian full day catering for all 450 PAX for 2 days in a row.

### EVENT

All guests came by multiple flights due to the size of the group, after lunch and check in at the Corinthia Hotel the conference started with a welcome coffee break and Gladiator performance. Official welcome speeches and presentations of the main brands (L'Oréal, Garnier and Maybelline) followed. For the evening party there were bars with mixed drinks in colors representing these brands. The second day of the conference was full of presentations, speeches and celebrations. Special requests such as a green cake in the shape of "100" and huge bottles of Champagne (2 six liter bottles) were given for the celebration. All guests spent the whole day at the hotel with full day Indian catering and full service. After dinner, the party



## BEHAVIOUR RULES IN CEE COUNTRIES (FOR YOUR GROUPS)

### PART I

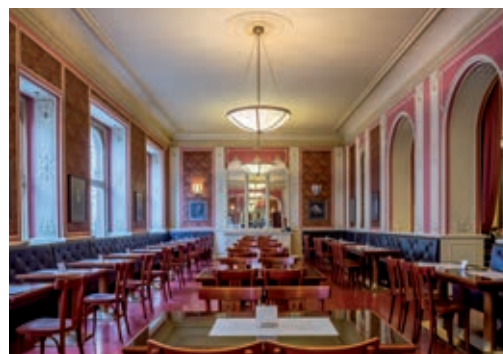
1. *Respect the local people and behave in a manner befitting the culture of the country you are visiting.*
2. *If you walk in a group on small pavements in the city, walk at most two abreast.*
3. *If you are not able to swim in a public swimming pool in a European-style swimsuit, do not swim at all.*
4. *People from CEE are friendly and like different cultures – smile at them and be friendly as well.*
5. *If you come from a country which is very strict, the CEE is not the area to release any pent-up feelings.*
6. *Do not be under the impression that staff in restaurants and hotels are your slaves and you can treat them poorly.*



# 5 CLASSY CAFÉS *in Prague*

## 1 CAFE IMPERIAL

You should not miss this incredible interior and have a nice coffee, just for the atmosphere. The decoration is splendid, with yellow and white mosaic tiled designs featuring throughout. The venue is also available for private events and can hold up to 300 people.



## 2 CAFE LOUVRE

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

## 3 GRAND CAFE ORIENT

The interior is very interesting because it is in the style of Czech Cubism (kubismus), a significant Czech artistic movement within the avant-garde movement of the 1920s. The café is located in the House of the Black Madonna, in the centre of Prague, and the building itself is an architectonic curiosity. You can taste a plethora of Czech and international specialities, for example "štrúdl", a special apple pie.



## 4 CAFE SAVOY

This café-restaurant evokes the atmosphere of the cafés of the First Czechoslovakian Republic (which lasted from 1918 to 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 from artists to business people and TV personalities.

## 3 CAFE OBECNI DŮM

One of the most beautiful cafés in Prague is on the ground floor of the gorgeous Municipal House building (Obecní dům). The café is decorated in Art Nouveau style, and you can enjoy breakfast here as well as a drink before your bedtime. The café specialises in cakes and sweet pastries, as well as small sandwiches and cold mixed plates.





# Shop UNTIL YOU drop

Shopping in Prague is an enjoyable activity: the centre of the city is small, so you will find plenty of shops within walking distance of each other, and as you shop, you can look at the gorgeous historic architecture of the city centre's buildings. For example, there is even a unique Czech STYLE in art; design,

the small and luxurious boutiques lining Pariska Street (the number one street for luxury brands) offer both international brands (fashion, cosmetics, electronics) and local, Czech-made products (porcelain, famous Bohemian Crystal and glass products, cosmetics, natural cosmetics, Czech beer, distillates like Absinthe, fashion,



furniture and architecture, invented by Czech artists in the first half of the 20th century: "Cubism" (kubismus). You can buy cups, plates, or decorative vases in this original style.

There are plenty of local products worth discovering and trying. The large shopping centres in Prague as well as

marionettes and Czech wooden toys, and more). You can also buy individually handcrafted Garnet Jewellery. Bohemian garnet can only be found in Bohemia and has always maintained a unique position among other garnet stones due to its unique, fiery red colour and light refraction ■

## Our Tips and Bestsellers...

**SOFT VEGETABLE SOAP**  
with almond oil, brewer's yeast, glycerine and delicious aroma for soft and smooth skin.



**EXCLUSIVE FACE ELIXIR**  
with precious vegetable oils, daisy extract and Coenzyme Q10 regenerates, nourishes, softens and hydrates the skin and protects it against premature aging.



**THE FINE HAIR SHAMPOO**  
with beer, panthenol and grain extracts supports hair growth, calms scalp, makes hair stronger and bright.

## MANUFAKTURA®



MANUFAKTURA is an exceptional 100% Czech concept of brand name stores with its own original cosmetic products and accessories inspired by Czech nature and tradition, wooden toys and traditional handicrafts. Formulae of the original and high quality cosmetic products exploit beneficial effects of traditional Czech natural ingredients – Czech beer and hop extract, Carlsbad thermal spring salt, wine and grapevine extract, daisy, apricot and other fruits and herbs typical of our country.

List of Manufaktura stores:

**Prague:** Melantrichova 17 | Mostecká 17 | Karlova 21 | Karlova 26 | Celetná 12 | Main Railway Station | Václav Havel Airport | PALLADIUM | Na Příkopě 16

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





## West Bohemia: the region of spas

**T**he Karlovy Vary Region (an area of 3,314 square kilometres and with a population of 306,000) is the region with the highest concentration of spa resorts in the Czech Republic. These spa services are its most prominent industry and help to create the area's image.

There are around 500 mineral springs in this area, and the natural mineral healing waters can cure even the worst diseases. Although some spa treatments are available only for those with a medical prescription, there are still many pleasant wellness procedures and programmes available for anyone to enjoy. You can select from several types of relaxation wraps, massages, or baths. There is also a wide range of slimming, beautifying, and rejuvenating therapies. It could be a good idea to organise your event and connect it with relaxation.

Spa treatment has a very long tradition in this area. In the 14th century, the first visitors came for their spa treatments after King Charles IV gave orders to build



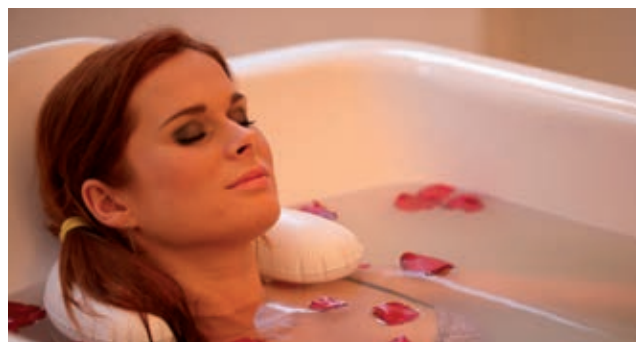
the first spa resort, naming it Karlovy Vary. The most significant balneotherapy developments, however, did not take place until the 19th century. Many of the applications from that time are used in modern spa treatment today.

The level of spa treatment in the Czech Republic is one of the best in the world. It has been developed in compliance with long-term experience and scientific methods, and it has been applied by top specialist therapists, highly qualified doctors, balneologists, and professional medical staff.

As well as the most famous city, Karlovy Vary, there are also spa cities such as Mariánské Lázně, Františkovy Lázně, Jáchymov and Lázně Kynžvart, in the region; altogether there are five important spa centres.

In this region of spas, there is also a plethora of some of the greatest and oldest golf courses in the country, opened at the beginning of the 20th century. The oldest Czech golf course, opened in 1905 by King Edward VII of the UK, can be found in Mariánské Lázně, (Marienbad). The greens are small but well protected by bunkers. Most of the course is flat and the pine forests that surround it keep the players cool during the summer months.

The second great course is located in Karlovy Vary, and the Golf Club was established in 1904 before the



golf course was built for spa guests. There is another golf course of excellent quality, located in Sokolov, which was only built in 2005. It is accessible from the R6 highway that connects Cheb and Karlovy Vary ■



# KARLOVY VARY: Luxury spa hotels and Becherovka savoured in Czech crystal goblets

The regional metropolis is a picturesque and splendid city, highlighted by its classy white buildings in the Art-Nouveau style, built on the River Teplá. The famous “Colonnades” and their healing mineral water springs attract many visitors from all around the world every year. The spa tradition dates back more



than 650 years. There are 13 mineral springs in Karlovy Vary, and each of them treats different health problems and diseases. The number 13 is represented by famous Becherovka (see picture on the previous page), often drunk as a digestive aid. It is made from a secret recipe based on more than twenty types of herbs and spices.

Karlovy Vary and other cities in the region are well-known for their porcelain and glass and has a long tradition of manufacturing beautiful plates, cups, pots, and other products. You can for example visit the Thun Nová Role porcelain factory, opened in 1794 and now one of the biggest Czech porcelain producers. The Moser Glass factory is another traditional producer.

The town is located only 50 kilometres from the German border, it is easily accessible from Prague airport (around 90 minutes away), and it has its own airport. The Karlovy Vary region offers 35 conference venues with the capacity to hold between 7,000 and 20,000 delegates. The total capacity is about 14,000 places ■

## OUR TIPS



### Saint Peter and Paul Cathedral in Karlovy Vary

The beautifully decorated, Byzantine style Orthodox Church was erected in the then newly emerging, exclusive residential district of Westend at the western edge of Karlovy Vary between the years 1893 and 1898 according to the design of architect Gustav Widemann. It was built in the fashion of the Byzantine-old Russian church in

Ostankino near Moscow. The funds necessary for the construction of the church were raised among wealthy Serbian and Russian clientele and nobility.

The richly decorated Byzantine style church has a floor plan in the shape of a Greek cross and five gold-plated cupolas. The interior is dominated by a wooden majolica iconostasis with oil icons of saints by painter Tyurin. The iconostasis was originally made in Kuznetsovo for the World Exhibition in Paris in 1900 ■



## LEGENDARY HOTEL IMPERIAL

★★★★★

*Make your event unforgettable*



e-mail: [event@spa-hotel-imperial.cz](mailto:event@spa-hotel-imperial.cz) • tel.: +420 353 203 116

[www.spa-hotel-imperial.cz](http://www.spa-hotel-imperial.cz)

# DISCOVER...the City of Liberec



**L**iberec is in the centre of the Liberec Region in northern Bohemia near the German border. It has a rich history, and this region is synonymous with glass production, glass factories and industry, lovely lustrous crystal and valuable stones, the textile industry, modern nanotechnologies and many sporting activities, both in winter and summer.

The capital city – Liberec – and the surrounding area is home to more than 150,000 inhabitants.

You can find there a Technical University, founded in 1953, but also the Institute for Research in Textile Machines. Liberec's prominent buildings are the Town Hall (1893), the Liberec Castle (Liberecký zámek), built in the 16th century, the Ještěd Peak and the Centrum Babylon Liberec, the largest congress hall which can accommodate up to 1,000 people with communal premises for up to 2,000 delegates.

The large complex also includes a 4-star hotel offering accommodation for up to 1,000 guests. On-site, there is a multitude of entertainment facilities: a large wellness centre built in the style of ancient, classical baths, a fitness club, Aquapark, IQPark, XD Theatre, Indoor Golf, and a 1,000 square metre Expo Hall ■

## JEŠTĚD: THE ICONIC LANDMARK



A local landmark and tourist attraction is the Ještěd TV transmitter, a unique building designed by the talented architect Karel Hubáček. He was awarded the Perret Prize by the International Union of Architects in 1969, and later the building was named The Czech Building of the 20th Century. The Ještěd TV transmitter building offers a restaurant (with room for up to 190 delegates) and hotel accommodation for 51 persons. The building even inspired the Czech movie "Grandhotel" (2006) which takes place there. It is about the troubled love life of a shy 30-year-old doorman working in the hotel who is an amateur meteorologist ■

## CEZ Jizerská 50

Few sporting events can boast such a rich history and as many participants. CEZ Jizerska 50, the largest cross-country race in the Czech Republic, has opened registrations for its 53rd year. The three-day event in the Jizera Mountains had record attendance this year – 7,707 cross-country skiers. This legendary event is just amazing: around thirty nationalities will compete and it has a unique atmosphere. It will be held during the second weekend in February, and if you want to participate, you can choose from the following options: 10, 25 or 50 km ■



## CONGRESSES and EVENTS under the Ještěd Peak

In April 2019, the Clarion Grandhotel Zlatý Lev was the venue for the 79th Congress for the pharmaceutical industry, hosted by Kongresy Healthcomm Professional. It was designed for education in the pharma industry.

Between the 6<sup>th</sup> and 8<sup>th</sup> June, the city of Liberec hosted the Czech-Slovakian Phoniatric Congress 2019, and the event took place in the 4-star Hotel Babylon ■







# WELLNESS HOTEL BABYLON & EVENT COMPLEX BABYLON LIBEREC

The biggest event and hotel centre outside of Prague in the Czech republic



- air-conditioned halls and lounges with a capacity of 10 to 1,000 people
- more than 20 event venues of different types and sizes
- comfortable accommodation for up to 1,000 people
- Wellness center with an area of more than 1,000 m<sup>2</sup>
- professional catering services
- audiovisual technology
- a wide range of indoor and outdoor activities
- accompanying programs
- easy access from Prague within 60 minutes
- all-inclusive event according to your ideas and wishes

**ALL UNDER ONE ROOF!**



**WELLNESS HOTEL BABYLON**  
Nitranská 1  
460 07 Liberec  
Czech Republic



**[sales@centrumbabylon.cz](mailto:sales@centrumbabylon.cz) | [www.HotelBabylon.cz](http://www.HotelBabylon.cz)**



# Time for...OLOMOUC

**O**lomouc is the sixth-largest city in the Czech Republic, with a population of 100,000 people. It is the most important city in the Haná region of Moravia and has always been one of the most important cities in the Kingdom of Bohemia. Thanks to its advantageous position, ancient university, spiritual and cultural traditions, it has been the natural centre of Moravia for many centuries.

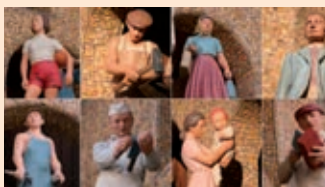
The historical heart of Olomouc, which is dominated by the Holy Trinity Column, which is on UNESCO's list, is the second most important monument zone in the Czech Republic after Prague. If you like to organise events in charming historic cities and don't like the kind of crowds that you will see in Prague, for example, then Olomouc may be the perfect destination for you ■

## WHAT TO SEE



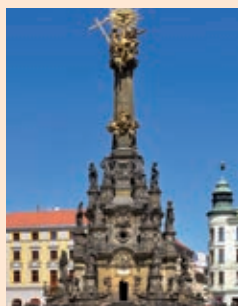
### ASTRONOMICAL CLOCK

You have probably heard of the Prague Astronomical Clock. In Olomouc, you will find another one... smaller, but also interesting. It is located on the North-eastern facade of the town hall, and the arched alcove is about 14 metres high. The upper dial represents the heavenly sphere and shows a celestial map, the sun, the earth, and the planets against a background of the 12 houses of the zodiac. Noon is announced by a brass cockerel and animated figurines of various proletariat past the windows of the clock for seven minutes. It was built between 1419 and 1422.



### HOLY TRINITY COLUMN

This is located in the North-western corner of the main square - Horní náměstí. This Baroque religious monument was completed in 1754, after 38 years of work. The column is 35 metres tall and was built to express gratitude for surviving the plague outbreak that struck Moravia in the early 18th century. Inside the column, there is a small chapel.



## WHAT TO EAT



You should certainly try the local speciality – the famous Olomouc tvarůžky cheeses which are legendary for their distinctive flavour and aroma.

## WHERE TO MEET

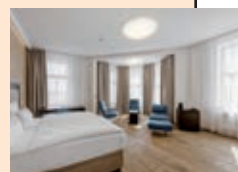
### NH Collection Olomouc Congress

Located in the peaceful part of the city, just minutes away from the city centre, this 4-star hotel offers 137 modern rooms with stylish decor – comfortable and soundproof, ensuring a good night's sleep, Nespresso coffee machines, and free Wi-Fi. Categories range from comfortable Superior rooms to ultra-spacious suites. For your events, you can choose from 12 function rooms with capacity for up to 952 guests.



### Theresian Hotel & Spa

You will find a pleasant environment in this small 4-star property. The hotel offers 33 Superior rooms, including three spacious Junior suites. The two meeting rooms on the top floor are flexible and can be connected with capacity for up to 50 people. You can organise here business meetings, workshops, family or corporate events.







# JOIN US AT CONVENTA 2020!

22 - 23 January 2020 | Ljubljana, Slovenia

**OMG! IT'S  
CONVENTA!**

[www.conventa.si](http://www.conventa.si)



## **12th CONVENTA EXPERIENCE**

**NEW EUROPE EXHIBITION FOR MEETINGS, EVENTS  
& INCENTIVE TRAVEL**

## ISRAEL: Health and Healthcare in the Age of Innovation

The International Convention Center in Jerusalem hosted the 7th International Jerusalem Conference on Health Policy. Held for the 4th time in ICC Jerusalem, the conference attracted trailblazing healthcare professionals from Israel and abroad. This year's conference was dedicated to "healthcare in the age of innovation", with sessions devoted to innovation's impact on the healthcare economy.



The Health Policy Conference provides a platform for exchange of ideas and novel approaches in healthcare. It hosted first rate professors and physicians, including Dr. Ingrid Wolfe, consultant on children's public health from the UK, Kandarp Talati, MBA, MPH, from the Foundation for Diffusion of Innovations in India, Alina Vodonos, post-doctoral researcher in Harvard T.H. Chan School of Public Health, Prof. Dina Ben Yehuda, head of the Department of Hematology, specializes in malignant hematological diseases, blood bank from the Hadassah Ein Kerem Medical Center in Jerusalem, Prof. Shlomo Mor-Yosef,

director general of the Population and Immigration Authority, Prof. Isaac Kohane, Professor and Chair, Department of Biomedical Informatics, Harvard Medical School and the conference co-chair, Prof. Avi Israeli from the department of Health Policy in the Hebrew University of Jerusalem, and many more ■



## USA: Visit California Luxury Forum confirmed for March 2020

Following the success of the first event which took place earlier this year in Santa Monica, Connections, the international private community for senior executives in high-end travel, is once again set to showcase its award-winning networking formula to the luxury travel industry in California.

The second series is confirmed to take place in March 2020, at the five-star, Five Diamond Monarch Beach Resort in Dana Point, southern Orange County. The event will run in partnership with Visit California and will be supported by leading sponsors, including Visit Dana Point, Monarch Beach Resort, The Ritz-



Carlton, Laguna Niguel and Marriott Laguna Cliffs. Connections will bring a hand-picked selection of luxury agencies representing California's key and emerging source markets to meet with the region's finest suppliers. The immersive event will also welcome distinguished CEOs from Californian destination management companies, providing a strategic platform for them to engage with ■

## Lufthansa Group Airlines to launch new flights

### LJUBLJANA

September 2019 was a dreadful month for airlines flying above Europe. Following the fall of the oldest air carrier in the UK – Thomas Cook – Slovenia's Adria Airways was the next one to go bankrupt.

Following the collapse of Adria Airways, Lufthansa Group Airlines announced they would soon open flights from Frankfurt, Munich, and Zurich to Ljubljana, the capital of Slovenia.

From its hub in Frankfurt, Lufthansa will operate twice daily, offering 14 weekly connections to Ljubljana starting its winter schedule on October 27. The Lufthansa hub in Munich will follow by offering daily connections from November 1.

### TALLIN

From November 2019, it will be possible to fly to Munich from Tallin, capital of Estonia, three times a week. It is already the second air service line between Estonia and Germany that the airline operates.

Christopher Zimmer, Lufthansa General Manager Sales, Finland & Baltics says: "Lufthansa has operated in Estonia already since 1992. During this time, the number of air passengers and demand for a new air service line has constantly increased." The first flight of the air service line Munich - Tallin by Airbus 319 will depart on November 4th. Flight will take place three times a week: Monday, Thursday and Saturday ■



# TRY SLOVAKIA



LOOKING FOR SOMETHING NEW?  
COME TO DISCOVER SLOVAKIA  
WITH US.



### AREA AND LOCATION

Slovakia extends over an area of 49,035 square km and is located in Central Europe. Slovakia's geography is distinguished by large differences in elevation. Central and northern Slovakia (which occupies 30 per cent of the territory) is a mountainous region – the Carpathian Mountains extend across this area. The Danube river connects Bratislava with Vienna and these two capitals are the two closest capitals in Europe.

### BORDERING COUNTRIES

Hungary (697 km), Poland (597 km), Czech republic (265 km), Austria (127,2 km) and Ukraine (98 km).

### CAPITAL CITY AND OTHER LARGER CITIES

Bratislava is the capital city, with a population of 452,288 habitants. The other big cities are Košice (240,915), Prešov (92,687), Nitra (87,357), Žilina (86,685), Banská Bystrica (84,919).

### CLIMATE

Slovakia has a mild climate and has four seasons. Climatic conditions vary in the mountains and lowlands. The warmest region is the Podunajská nížina (Podunajská Lowlands), the coldest is the Tatras. The warmest month of the year is July, while the coldest is January, the average temperature being +21°C in the summer and – 2°C in the winter. In some mountain areas, snow is present for up to 130 days a year.

### AREA CODE

+421

### CURRENCY

EURO from January 2009

### DISTANCES

Bratislava is situated 50 km from Vienna, 321 km from Prague, and 200 km from Budapest.

### IMPORTANT TELEPHONE NUMBERS

Police 158, 112  
Emergency lines 155, 112, 16 155  
Fire Service 150, 112

### INTERNATIONAL AIRPORTS

Bratislava Airport (BTS), Austria – Vienna International Airport (50 km from Bratislava) (VIE), Košice Airport (KSC), Tatry – Poprad Airport (TAT), Piešťany Airport (PZY), Sliač Airport (SLD), Žilina Airport (ILZ).

### LANGUAGE

The official language is Slovak. People understand English and in southern Slovakia, Hungarian.

### MOBILE NETWORK OPERATORS

T-Mobile, Orange, Telefónica O2.  
The connection is everywhere apart from in remote mountain areas.

### NATIONAL HOLIDAYS

1st January: Day of the Establishment of the Slovak Republic; 5th July: St. Cyril and Methodius Day; 29th August: Slovak National Uprising Anniversary; 1st September: ; 17th November: Struggle for Freedom and Democracy Day.

### VACCINATION

No special vaccination is necessary prior to visiting Slovakia. If you plan to stay in forest areas, vaccination against ticks is available.

### POLITICAL SYSTEM

Parliamentary democracy

### POPULATION

5,395,000 habitants. Ethnic groups: Slovak 85.8% , Hungarian 9.7%, Romani 1.7%, Czech 0.8%, other 2% (mainly Moravian, Silesian, Ruthenian and Ukrainian, German, Polish, Croatian).

### POWER NETWORK

230 V/50 Hz, two-pole socket with safety pin

### PRESIDENT

Zuzana Caputova since 2019, elected for 5 years

### RAIL TRANSPORT

The international and national rail network: [www.zsr.sk](http://www.zsr.sk)

### RIVER TRANSPORT

The Danube – international connections  
Vienna – Bratislava – Budapest

### ROAD TRANSPORT

BUS: [www.eurolines.sk](http://www.eurolines.sk)  
RENT A CAR: [www.hertz.sk](http://www.hertz.sk), [www.avis.sk](http://www.avis.sk)

### SMOKING

In all public spaces, such as bus stops, sports areas, stadiums, trains, workplaces or schools, smoking is prohibited. In restaurants, smoking is allowed in designated areas.

### TIME

Central European Time – CET (GMT + 1 hour), Summer Time is in effect from March to November: GMT + 2 hours



# Why choose Slovakia FOR YOUR NEXT MICE EVENT?

What makes the country on the Danube River interesting for MICE planners? What is attractive for international movie stars, where they stay and what they do in Slovakia? What experiences do they have with this outstanding country?

■ By **Zuzana Adamson**

## REPRESENTATIVES & SELLERS TALK



**Michael Douglas & Catherine Zeta-Jones,**  
*Hollywood Stars, USA*

The trip to Slovakia in August was highly charged. In Bratislava, the couple stayed in the Grand Hotel River Park, in the Presidential Apartment.

They enjoyed the traditional Slovak meal "halušky s brynzou". This is the Slovakian national dish, consisting of potato dumplings with Brynza which is made out of cheese from sheep's milk. As part of a meeting with Slovak politicians, the couple attended the Grand Prix horse competition in nearby Samorin, part of the X-Bionic Summer Tour.

During the famous couple's stay in Slovakia, Michael was pictured wearing a traditional Slovakian folk hat, a black velvet hat adorned with seashells and a plume of scarlet feathers. The star was also seen grasping an embellished Slovak shepherd's axe, traditionally tools associated with native shepherds, together with heavy decorative belts. Dressed like this, he was running in the Tatra Mountains where they stayed in the 5-star Hotel Kempinski, located at the board of the Strbske Pleso (Strbske Lake), which is a picturesque mountain lake of glacial origin and a top tourist destination in the High Tatras.



**David Pobjecký,**  
*Director of Sales, X-BIONIC® SPHERE, Slovakia*

X-BIONIC® SPHERE is the epitome of passion, a place where people experience and celebrate the excitement of victory and success. This

unique multipurpose complex is open to everybody to organise events, corporate meetings, and teambuilding. Guests are coming for conferences or clients are looking for leisure programmes. Due to its great location in the vicinity of Vienna and Bratislava, it is easily accessible from these key international cities and their airports.

In 2016, it was recognised as an Official Olympic Training Centre and is quickly becoming the new capital in the world of sport. However, we offer large convention areas at the x-bionic® convention sphere featuring 12 meeting spaces including Tuli Cinema. There are 282 spacious rooms which can accommodate up to a total of 900 guests. This, together with tailor-made solutions for each client, guarantees unforgettable service and a once in a lifetime experience you want to have again and again.



**Klára Badinková,**  
*Official representative of the Slovak Republic tourism board, PRAGUE*

If you are looking for a unique MICE location, Slovakia can be the right choice. Slovakia benefits from an excellent location in the heart of Europe, with easy access by plane, train, or motorway, which makes it ideal for international MICE events. Slovak MICE facilities, accommodation, and conference capacities have expanded greatly over the last few years.

The versatility of what is on offer allows even demanding clients to choose the type of accommodation they prefer; from historic castles, manors and houses or chalets and eco-villages, to contemporary hotels and spas, and many other original places across the country. The best MICE facilities are in the capital of Slovakia – Bratislava.

Did you know that Slovakia has enchanting nature, fascinating history, modern convenience, tasty gastronomy and kind-hearted people? Take these few lines as our invitation and marry a good working time with discovering something special in the colourful country of Slovakia. MICE in Slovakia - good idea. For more information about Slovakia, visit [www.slovakia.travel](http://www.slovakia.travel).



# Close Encounters with SLOVAK towns

Magical towns will take you to an atmosphere of traditional squares with classical buildings; they may not be very tall, but they are decorated with frescos, sculptures, and paintings. There are many churches and castles, and on the streets, there is the hustle and bustle of modern lifestyle – cafés, restaurants, museums, and leisure parks. You can also find quality 4-star hotels and good infrastructure for your MICE events.

■ By Zuzana Adamson

**Day 1** **BRATISLAVA**, the capital on the River Danube, is a romantic city with a historic centre and many sights – here, tradition meets modernity. For many centuries, the city has grown rich on trade, crafts, and viticulture thanks to its advantageous location and favourable warm and wet climate. Factors such as its unique location at the crossroads of Bratislava – Vienna – Budapest, the proximity of two international airports (Bratislava International Airport and Vienna International Airport) and dynamic development means that the city has huge potential.

Bratislava is not very well known as a MICE city, but congress organisers describe the city in four words: new, attractive, safe, and affordable.

If you organise a MICE event in the city centre, everything is very close meaning you can walk between hotels and congress venues, restaurants and cafés.

**Day 2** After Bratislava, **KOŠICE** ranks as the second-largest city in Slovakia, with a population of 240,000.

This metropolis of the East boasts an interesting fact: it has the largest historical city reserve in Slovakia, with the Gothic St Elisabeth's Cathedral (Dóm sv. Alžběty in Slovak), the biggest church in Slovakia, as its dominant element.

The traditional International Peace Marathon, one of the most important and oldest competitions for long-distance runners in the world, takes place in Košice every autumn. The monument with the statue of a sportsman on Marathon Square (Námestie maratónu mieru) pays homage to all of the participants. Each year, the winner's name is engraved on the monument.

**Day 3** **BANSKÁ ŠTIAVNICA** is one of the most important centres for gemstone mining and coalmining sciences, technology, and education in Europe. In 1994 it was added to the UNESCO World Heritage list. The mining and processing of gemstones, predominantly silver and gold, dates back to the Bronze Age. A coalmining university, the first of its kind in the world,





Banská Štiavnica



Trenčín Castle



Bratislava Castle



Kosice-St. Elisabeth Cathedral

was established here by a decree of Maria Theresa in 1735 and it paved the way for the establishment of the polytechnic in Paris.

Two castles dominate the historical centre of the town: The Old Castle (Starý Zámok) and the New Castle (Nový Zámok) built in the 16th century as an anti-Turkish fortification. Banská Štiavnica is extremely romantic and ideal for any artistic soul.

**Day 4** Located in north-west Slovakia, around 170 kilometres from Bratislava, the city of **ŽILINA** is the fourth largest city in the country. It has a population of around 80,000, and it is an important industrial centre, especially for the automobile industry. Korean carmaker Kia Motors has a base here while Siemens Mobility also has an engineering centre in Žilina.



**Day 5** **TRENČÍN** sits near the border with the Czech Republic (Moravian region). The landmark building of this ancient trade route intersection, where Romans dwelt in the times of Marcus Aurelius, is Trenčín Castle.

This conspicuous building, which became a royal castle in the 11th century, towers stately over the town, conjuring up images of a romantic fairy tale. No wonder, as the romantic tale of the love of Fatima and Omar is connected with the place.

During the Turkish crusade, the beautiful Fatima was captured and the Lord of the castle, Štefan Zápoľský, made her lover Omar search for water for three years. He released them both only after Omar succeeded and ever since then, the 80-metre deep Love Well (Studňa lásky) bears witness to this dramatic story. A wide variety of festivals and events take place in Trenčín, some within the castle area ■



# Meetings in the Slovak capital of Ice Hockey for up to 500 people



We talk to **Helena Valtrová**,  
Sales manager and Coordinator in Hotel  
Yasmin, Kosice

**1 In May 2019, Košice hosted the Ice Hockey IIHF World Championship. I guess that you had a great season at Hotel Yasmin?**

We have had a great season. The ice hockey, of course, helped everybody in the region, but I have seen a general increase in occupancy and revenue since the beginning of the year. This is thanks to my sales team who have put in a lot of hard work and also thanks to our PMS and RMS systems that we have taken on board.

**2 Košice is a small city, but there are over 18 UNESCO listed sites less than an hour's drive from the hotel – which is amazing! What else attracts MICE clients to organise events in Košice?**

Even though a lot can still be done in terms of actually getting here by air,







standard AV (audio-visual) equipment for all with up to date technology and high-speed internet. All the rooms are spacious and very light as all have large windows facing the summer garden. In this way I truly believe that we make the events great and furthermore, as the meeting rooms are all on a separate floor, we are also able to secure the peace and quiet which is needed for any successful event to take place.

**5 Do you see any special requests for your MICE clients? Is there anything they prioritise – for**



**example, quality technical equipment, or the quality of the mattresses, the area, or the authenticity of the city?**

More and more we come across dietary requests (such as gluten-free/vegan) to be taken into consideration when setting up the lunch/coffee breaks, but I think this is quite normal as people are taking care of what they eat when at work in the same way as they do when at home. With technical equipment we have seen more requests for up to date technology – but again it's not something we are not prepared for, and therefore we are hardly ever taken aback.

**6 From which foreign destinations do you have the most clients? And for MICE events?**

For us we still have Czech and Slovak clients as the largest percentage of companies booking an event with us. We would love to bring more international clients and let them discover this beautiful city of Košice and its environs ■

road or rail, I think that it is a destination easy to get to, it's something new, and quite honestly, if compared to Bratislava for example, it is also still a lot cheaper with services and accommodation of the same if not better quality. A lot of companies are looking for new venues in new territories as let's face it: it gets boring doing an event every time in the same spot.

**3 What kinds of group events can be organised in your hotel? And for how many people?**

The hotel has a capacity of 155 rooms – most of which can be converted into

twin rooms. Our largest conference space is set up for 300 people. Aside from classical conferences/meetings, we can also organise incentive trips (with organised trips within the Košice region), presentations, and team building events – essentially anything that the client needs we can do and organise for them. We are also very well known as a wedding venue.

**4 What do you have for corporate and MICE clients? Could you talk a little bit about your facilities for MICE?**

The entire hotel has a modern and clean design with attention to detail. We offer

# MACAO: Galaxy Entertainment Group Introduces Galaxy International Convention Center and Galaxy Arena



Galaxy Entertainment Group (GEG), Macau's leading integrated resort, hospitality and entertainment group, officially introduced Galaxy International Convention Center (GICC) and Galaxy Arena.

Galaxy International Convention Center, together with spectacular events venue Galaxy Arena, is set to establish Asia's most iconic and advanced integrated MICE destination when it opens in Macau in the first half of 2021.

Dr. Lui Che Woo, GBM, MBE, JP, LLD, DSSc, DBA, Chairman of Galaxy Entertainment Group, said, "We are honored to introduce state of the art MICE and Arena facilities to attract new visitors and complement the Macau Government's vision of diversifying the economy and developing Macau into a World Center of Tourism and Leisure."

Creatively designed for bespoke meetings,

incentives, conferences and exhibitions, this ultimate integrated resort and MICE destination is the latest addition to Galaxy Entertainment Group's ever-expanding integrated resort precinct in Macau, which will set a new standard for Macau, while supporting the city's vision of becoming a 'World Center of Tourism and Leisure'.

## INTEGRATED RESORT AND MICE DESTINATION

Galaxy International Convention Center connects seamlessly with multiple award-winning integrated resort Galaxy Macau™, with Macau's largest collection of luxury hotel brands under one roof – The Ritz-Carlton, Macau, Banyan Tree Macau, JW Marriott Hotel Macau, Hotel Okura Macau, Galaxy Hotel™ and Broadway Hotel.

Poised to open a new chapter for MICE tourism, guests also enjoy easy access to 1.1 million m2 of unique entertainment, shopping and leisure attractions. These include 120 dining options at Galaxy Macau, some of which have been garnered such prestigious accolades as the Michelin Stars, and Broadway Food Street at Broadway Macau™ which is just a link bridge away from Galaxy Macau. Blending business and leisure, GICC also provides guests easy access to The Grand Resort Deck, a unique rooftop 'tropical beach' experience with the world's longest Skytop Aquatic Adventure Rapids and a 150-meter beach front Wave Pool with white sand beach. Leisure attractions extend to The Promenade Shops of 200 international brands, a 3D Cineplex with state-of-art 4K laser experience, and award-winning spas ■

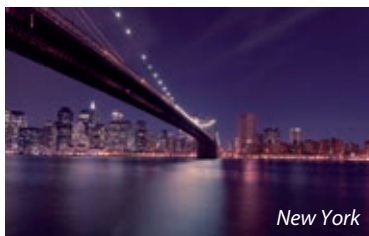
### THE TOP TEN INTERNATIONAL MICE CITIES FOR 2018 (BY ICCA)

- BASED ON NUMBER OF PARTICIPANTS

Rank	City	Nuber of participants
1.	Barcelona	134,838
2.	Paris	126,243
3.	Vienna	104,775
4.	Munich	93,443
5.	Berlin	87,623
6.	Amsterdam	85,549
7.	Toronto	84,600
8.	Copenhagen	80,618
9.	Madrid	71,885
10.	Singapore	69,261
11.	Lisbon	67,382
12.	Buenos Aires	60,848



Barcelona



New York



Paris

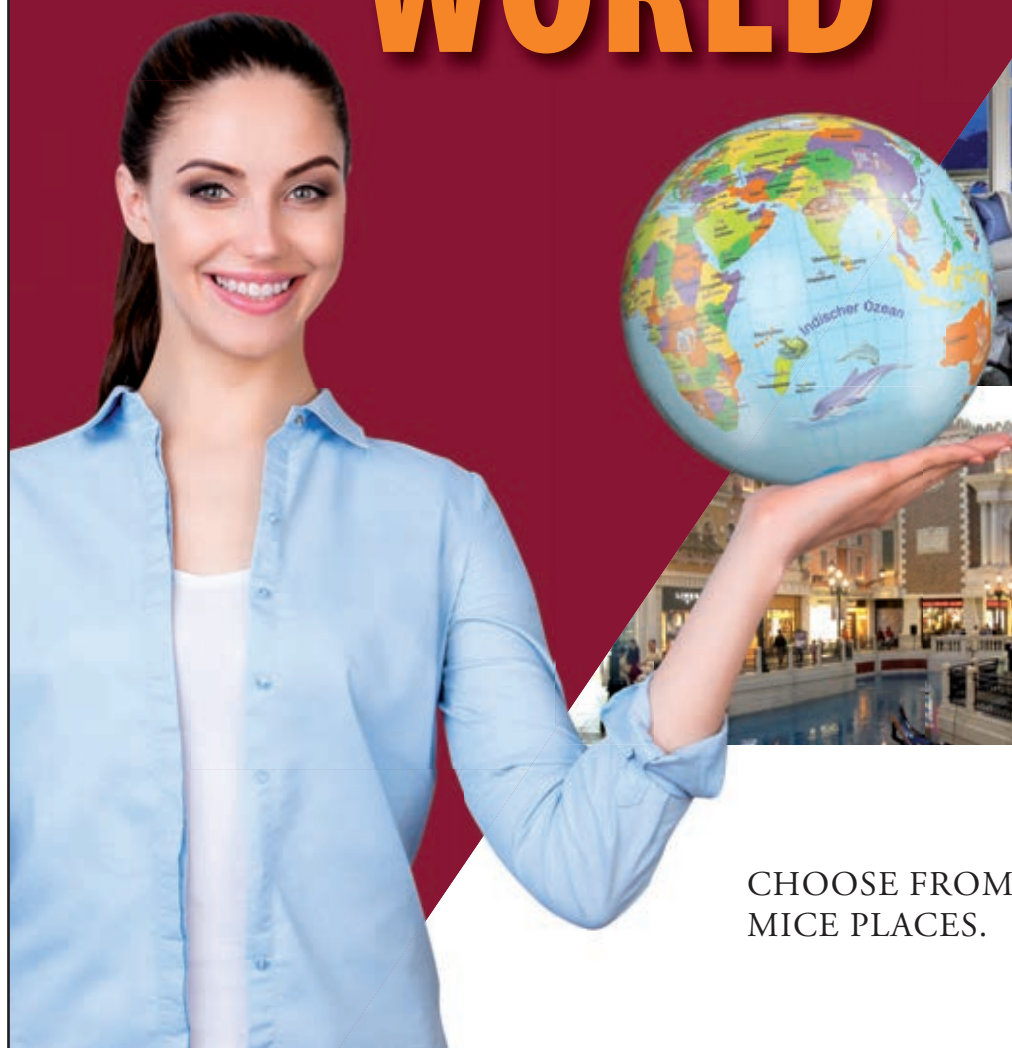
### THE TOP TEN INTERNATIONAL MICE COUNTRIES FOR 2018 (BY ICCA)

- BASED ON NUMBER OF PARTICIPANTS

Rank	Country/Territory	Number of participants
1.	U.S.A.	384,035
2.	Spain	296,825
3.	Germany	293,337
4.	France	241,044
5.	Canada	203,429
6.	United Kingdom	181,149
7.	Italy	168,578
8.	Japan	168,248
9.	Netherlands	149,513
10.	China-P.R.	146,982
11.	Austria	120,981
12.	Australia	116,000



# MICE DESTINATIONS WORLD



CHOOSE FROM OUR INTERESTING  
MICE PLACES.





# MACAO

*Scientifically the Right Place to Meet*

**EVENT NAME:** The 35<sup>th</sup> IEEE International Conference on Data Engineering (ICDE 2019)

**EVENT DATES:** 8-12 April 2019

**NUMBER of PARTICIPANTS:** 540

**VENUE:** The Parisian Macao

**EVENT DESCRIPTION:** The annual conference addresses research issues in designing, building, managing and evaluating advanced data-intensive systems and applications.

The annual Institute of Electrical and Electronics Engineers (IEEE) International Conference on Data Engineering (ICDE) is one of the world's top conferences on data and knowledge engineering have been held in Macao.



**Interview:**  
Prof. Christian S. Jensen,  
ICDE General Co-chair

**STRONG POINTS**

- ✓ Geographic position
- ✓ The world's longest sea crossing Hong Kong-Zhuhai Macao Bridge
- ✓ State-of-Art Venues
- ✓ Quality of Services

## MACAO'S RICH HISTORICAL LEGACY

With a unique blend of East and West, Macao is one of the top visitor destinations in the world. Prof. Christian S. Jensen says running a leading global conference like ICDE in Macao is more than just

highlighting the city's increasing quality of scientific research. In his view, it is also an opportunity to showcase Macao's rich historical legacy and to reaffirm the city's position as an international MICE destination. It will also contribute to smart city development of Macao and the MICE sector will continue to thrive as a vital part of its economy.

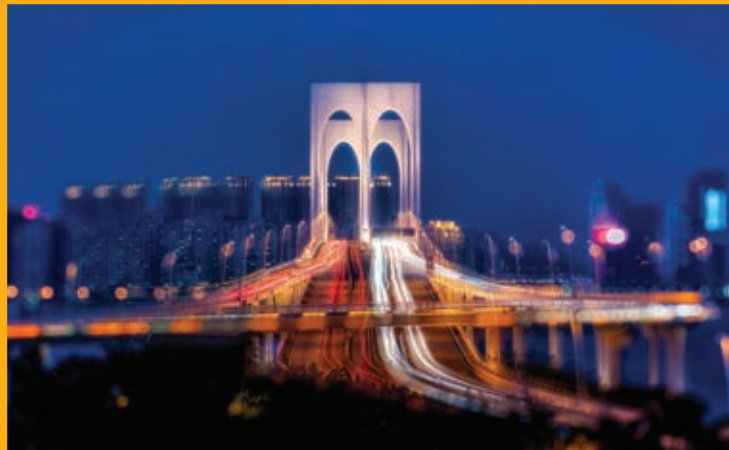
## A THRIVING INNOVATION & TECHNOLOGY HUB:

Macao is honoured to be home to three of the most influential international conferences in the fields of big data and artificial intelligence. Aside from ICDE, Macao hosted the Pacific Asia Conference on Knowledge Discovery and Data Mining (PAKDD) in April and the International Joint Conference on Artificial Intelligence (IJCAI) in August. It builds on the city's position as a thriving innovation and technology hub in the Greater Bay Area development plan and highlights its outstanding capabilities in scientific research and development.

## STRATEGIC GEOGRAPHIC LOCATION

This event meets the ICCA (International Congress and Convention Association) criteria for international meetings. ICDE has previously been held in various cities in the United States, Europe, and Asia. This





year's conference is staged Macao for the first time, which is a city that provides convenient transport services and strategic access to one of the world's largest economic growth regions. Prof. Christian S. Jensen says that **the geographical position of Macao enables it to become a significant gateway between Hong Kong and nine other cities of the Greater Bay Area in Mainland China. Such advantage becomes even more apparent after the opening of the world's longest sea crossing bridge, the Hong Kong-Zhuhai-Macao Bridge.**

Prof. Christian S. Jensen scored the aspects of Macao as below, 1 being the poor and 10 being the excellent:

DESCRIPTION	SCORE FROM 1-10
Ease of entry ( <i>Visa policies and procedures</i> )	10
Accessibility within Macao ( <i>Logistics between venue, hotels, airport, ferry terminal</i> )	10
Event venue ( <i>Quality, service, capacity &amp; cost</i> )	10+
Accommodation ( <i>Quality, service &amp; cost</i> )	10
Local event management services	10
Government and support	10+
Accessibility to / from Macao ( <i>By air, rail, road, ferry</i> )	9

## MACAO: HIGH QUALITY SERVICES

Prof. Christian S. Jensen says **Macao is an ideal destination where people can find professional and high quality services. He believes state-of-the-art venue facilities, capability and dedicated staff are what made the event successful, as well as the support by the Macao SAR government to incentivise meeting and event planners to stage their events in Macao.**

### Convention and Exhibition Financial Support Programme

#### Programme

The programme is offered by the Macao Trade and Investment Promotion Institute (IPIM). It mainly includes subsidies for accommodation, dining transportation and promotion. Events being organised in Macao that meet the following criteria are eligible:

#### General Convention

- Sizing more than 100 delegates
- Being held for at least two days, or containing one day of convention and one day of local activities

#### International Convention

- Sizing more than 200 delegates
- Being held for at least three days, or containing two days of convention and half day of local activities





# MACAO *is becoming a popular MICE destination*

■ By Zuzana Adamson

With the opening of the new mega Hong Kong-Macau-Zhuhai Bridge, the world's longest sea bridge (55 km long), MACAO became a more and more sought-after destination for meetings and events of all kinds. The great new bridge reduces the journey time between Hong Kong's airport and Macao (Macau) to just half an hour. This connection was welcomed heartily by meeting planners and we can now see a significant increase in MICE activities in Macau.

During the first quarter of 2019, Macau saw a rise in MICE events, increasing by 49% year-on-year to 377, according to data from the Statistics and Census Service (DSEC). The number included 363 meetings and conferences, along with ten exhibitions and five incentives, with total attendees across all events rising 19.9% in the quarter.

Simply crossing the new bridge can be a once-in-a-lifetime experience!

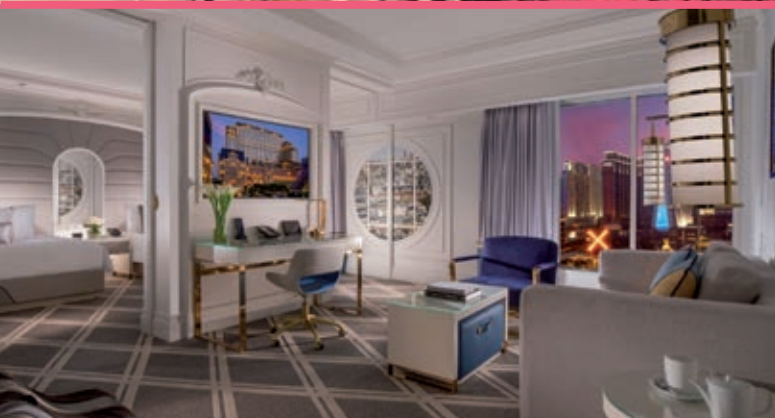
## MIX OF CHINESE AND EUROPEAN STYLES

For MICE groups – conferences, congresses, international forums, and corporate meetings – Macau offers a lot of interesting and valuable options. There are glorious, luxurious palaces with huge gambling possibilities and casinos with the symbol of the city – Casino Grand Lisboa (the oldest), great and large meetings spaces equipped with modern technology and suitable for all kinds of events, even very large, incredible shopping centres and luxurious restaurants.

In contrast, at the same time, there are small streets that retain a European style, with a Portuguese influence, the highlight of which is the ruins of the Church of St. Paul. This mix of European and







modern Chinese styles with Chinese fast food and culture is amazing, and the Old City is listed by UNESCO. Macau was formerly a colony of the Portuguese Empire and since 1999 it has been a special administrative region of China. With a population of 667,400 and an area of 32.9 square kilometres, it is the most densely populated region in the world.

The numerous casinos, palaces with gambling opportunities, and luxury accommodation à la Las Vegas are attracting people coming not only from China and Hong Kong but also from many foreign countries. Macau is a great place for events, and there are many events organised here, all around the year, creating a lively and inspirational atmosphere.

## TOP LUXURIOUS PALACES – LAS VEGAS IN ASIA

You can find here The Venetian Macao, a grandioso luxury hotel and casino resort owned by the American Las Vegas Sands company. It is the largest casino in the world and the largest single structure hotel building in Asia. The resort has 3,000 suites and 110,000 square metres of convention space. Plus, it has 150,000 square metres of

retail and 51,000 square metres of casino space – with 3,400 slot machines and 800 gambling tables – and the 15,000-seat Cotai Arena for entertainment and sports events.

The Parisian Macao, also owned by Las Vegas Sands, offers a luxurious atmosphere imitating the French capital – it has a half-scale Eiffel Tower as one of its landmarks. The guests can, for example, enjoy, visiting it. Many events are organised here, for example, Miss Macau 2019, and the 33rd Macau International Music Festival. Excellent service, outstanding comfort, luxury and beauty – this hotel will easily be your favourite in Macau. It offers approximately 3,000 hotel rooms, 170 shops and large meeting spaces, and a 1,200-seat theatre.

The Galaxy Macao offers guests ideal venues for business meetings, wedding receptions, and private parties. They have convention and exhibition spaces that can accommodate up to 3,000 people. Meeting spaces can be flexibly adapted to suit different event requirements. The brand represents six world-class hotels and one world of luxury, for example, the Ritz-Carlton Macau, Banyan Tree Macau, JW Marriott, the Hotel Okura Macau, Galaxy Hotel and Broadway Hotel. Combined, they offer about 3,600 guest rooms in the cadre of authentic Asian hospitality ■



# Organising an important conference in YALTA, OR IN MALTA?

**T**he time for...YALTA will probably come later, so let's now talk about Malta. What are the strong points for this interesting and attractive MICE destination that has everything you could wish for to organise your successful event?

Firstly, its central location in the middle of the Mediterranean Sea makes it accessible from major European cities with flights of less than three hours. The Maltese islands are small and offer endless possibilities in

the Schengen area, making getting to this Mediterranean destination quick and easy.

The Maltese Islands may not impress with their size, but they sure have a lot to offer when it comes to unique and spectacular venues, which is probably why many industry experts have nicknamed it 'THE isle of venues'. The extensive choice for all sizes and tastes, from historical palaces, forts, and stone quarries to farmhouses and trendy beach clubs make Malta an ideal destination for meetings, incentives, and events.



just 316 square kilometres. Travelling within the country is very easy, and distances are very short. For example, the distance between the international airport and the capital city Valletta is only five kilometres. You will save a lot of time, and time is money...

The weather is mild and sunny all year round, making it an ideal outdoor destination for al fresco dinners and outdoor activities. As a member of the European Union, the Euro is the official currency, and the country is part of

## WHY MALTA?

1. Access All Areas
2. Short flights from major European cities
3. Ease of communication
4. Excellent infrastructure
5. Short transfer times
6. Temperate Mediterranean climate
7. Service Provision
8. Good Value for Time and Money
9. European
10. Malta's famous hospitality

## HYATT ANNOUNCES THE FIRST HYATT-BRANDED HOTEL IN MALTA

The first Hyatt-branded hotel in Malta is scheduled to open in 2021. The 153-room Hyatt Regency Malta in the vibrant coastal town of St Julian's will offer restaurants, flexible working spaces, meeting rooms, and event spaces.

The property will be just a short walk from the seafront, a mere 10-minute drive from Valletta and 20 minutes from Malta International Airport ■



# 2 GREAT MICE Hotels

1.

## RADISSON BLU RESORT & SPA, MALTA GOLDEN SANDS

The 5-star property on the stunning Mediterranean Sea is situated on the northwest coast of Malta and lies on the magnificent shores of Golden Beach, near Mellieha. The resort features 144 rooms and 164 suites for business or



leisure travellers, complete with free Wi-Fi and in-room coffee and tea facilities.

It offers a total meeting space of 2,450 square metres and 12 meeting rooms; the largest room is 800 square metres and the second largest room is 230 square metres. The largest space is capable of hosting up to 900 delegates.

In 2015, the hotel was awarded the TripAdvisor Hall of Fame–Certificate of Excellence for five years, and in 2016 and 2017, it won the TripAdvisor Certificate of Excellence ■

2.

## INTERCONTINENTAL MALTA

This hotel is one of the island's star players in the MICE market. It boasts facilities, restaurants, bars, and services to ensure your delegates never need to leave the premises. A total of 6,000 square metres of conference and event space will appeal to the most demanding event organiser: the recently renovated InterContinental Arena Conference Centre provides 3,600 square metres of state-of-the-art meeting and exhibition space, with an additional 1,215 square metres plenary boasting an 8.5-metre ceiling height.

Privacy is ensured with 24 individual meeting rooms and a self-sufficient, fully functional conference centre built around the latest audio-visual requirements. Total connectivity and complimentary Wi-Fi is provided throughout the property.

The hotel also offers excellent dining and entertainment facilities: whether you are



looking for a formal gala dinner to seat hundreds of guests or a glamorous sunset cocktail party on the 19th floor in the SKYBEACH or SKYHIGH lounge, both with panoramic views of the St Julain's and Sliema area. InterContinental Malta also offers a variety of leisure facilities comprising indoor and outdoor swimming pools, steam, sauna,

spa, a wellness centre, a beauty salon, and one of the largest health & fitness centres, Cynergi, a fully equipped gymnasium, including squash courts, and studio ■

## BEHAVIOUR RULES IN CEE COUNTRIES (FOR YOUR GROUPS)

### PART II.

7. *Be mindful of how loud you are speaking. Different cultures have different views on what an acceptable speaking volume is, but one way to make locals hate you is to speak loudly when in public. In the CEE speaking loudly is a sign of disrespect.*
8. *Dress yourself according to the local customs. Do not wear clothing that covers the face.*
9. *Respect nature and wildlife. CEE people love and protect animals and nature. When you are in public parks, do not pick flowers and do not damage trees.*
10. *One of the biggest signs of disrespect in any country is to throw rubbish on the floor, so stay away from this.*
11. *If you shake hands with people from CEE, do it with energy, and not like a "dead fish."*
12. *Certainly do not be afraid to try local specialities and away from your group, try to interact with local people as well – after all, travelling is about education and getting to know new cultures.*

## MALDIVES:



# Devarana Spa

## OFFERS NEW COMPLIMENTARY WELLNESS CLASSES



The award-winning Devarana Spa at Dusit

Thani Maldives has launched a new wellness programme giving guests the opportunity to learn the secrets behind the spa's renowned Thai massage and Thai stretching treatments.

Every Wednesday from 10 am to 10.45 am guests can learn Thai massage, often called Thai yoga massage, with the spa's expert therapists in the comfort of the Devarana Sanctuary. Considered part of traditional Thai medicine, Thai massage combines elements of yoga, meditation, acupressure and assisted stretching to relieve physical and emotional tension. Research has shown that Thai massage can increase physical energy levels, relieve headaches, stimulate circulation and improve range of motion.

Every Saturday from 10 am to 10.45 am guests can also learn traditional Thai stretching postures which are part of the ancient "Rusie Dot Ton" method, also known as the Hermit's Body Twist.

These exercises are designed to promote flexibility, improve circulation, reduce stress, and boost concentration. Both classes are complimentary for guests staying at the resort.

Located just 35 minutes by seaplane from the capital city Malé, and 10 minutes by speedboat from Dharavandhoo Domestic Airport in Baa Atoll, Dusit Thani Maldives comprises 94 villas and residences, along with three restaurants, two bars, and Dusit's signature Devarana Spa. The resort is surrounded by a rich house reef, white sandy beaches and a turquoise lagoon. A well-equipped Kids Club adds to the resort's family-friendly appeal ■

## FRANCE:

## MYSTERIOUS STONES IN CARNAC

CARNAC is a commune beside the Gulf of Morbihan on the south coast of Brittany in France. This area has a mystical atmosphere, is home to many mysterious legends, but there are also small places

home to one of the most important regattas in Europe. Here, La Société Nautique de La Trinité-sur-Mer organises numerous regattas (yacht racing). The standing stones of Carnac are one

which date from 4000BC. The granite stones were erected on the spot where they were dug, hence the differing sizes, although nobody knows WHY they were put up. Many scientists have studied this question,



offering seaside resorts. Carnac is connected to La Trinité-sur-Mer, which is well known for its numerous seafood restaurants, and

of Brittany's greatest attractions. Three fields – Ménéac, Kermario and Kerlescan – contain around 3,000 aligned megaliths,

but there is no clear answer: most of them agree that they probably had some religious or cultural significance ■



# & MICE INDUSTRY

BALI

ENTER SPACE

00 SQ MTR

SPACE

ENTER

LARGEST H  
745 ROOMS

RESTAURANT  
4,466

SHOPPING  
377

GOLF COURSE  
7

AVG. HOTEL  
USD 2.2



FIND OUT WHERE TO MEET YOUR COLLEAGUES, AND WHERE TO DO THE BEST BUSINESS.

# IBTM WORLD WILL WELCOME OVER 2,800 EXHIBITORS THIS YEAR



We talked to  
**David Thompson,**  
*Event Director, IBTM World*  
*(formerly EIBTM)*

**MICE CEE: How many exhibitors and how many hosted buyers are attending this year 2019? And how many visitors do you expect to attend the event?**

IBTM World 2019 is expected to welcome over 2,800 exhibitors from over 150 countries, as well as over 3,000 buyers and over 15,000 visitors.

**MICE CEE: Could you tell us more about selected hosted buyers this year? Do you bring more buyers from new destinations and countries?**

Registrations for this year's Hosted Buyer programme are now open and our team of experts are hard at work pre-qualifying and securing attendance. For qualifying purposes, we look at a range of criteria for Hosted Buyers, including their reason for attending the show, their decision-making authority, budget and the number of international meetings organised per year.

We welcome hosted buyers from all over the world and we continue to attract new buyers from new destinations every year. Especially this year, we have already seen a strong number of new buyers from Norway and China. Over half of the Hosted Buyers signed up to attend IBTM World at this stage are new to the event.

**MICE CEE: With your expertise of many years in the MICE business, do you see some new trends in the meetings industry? And do you adapt your show to it?**

Technology continues to play an increasing role in the industry, from chatbots to augmented reality, and from facial recognition to translation tools. More than ever, event organisers are keen to understand all the technology at their fingertips, so that they can use them to create their own showstopping events. IBTM World brings together the most cutting-edge event technology in the IBTM World Tech Watch Awards – the longest running industry award of its kind which puts the latest innovation in the spotlight.

We've also seen an increased interest in health and wellness, something we highlighted last year in our IBTM World Trends Watch Report. A career as an event organiser is regularly cited as one of the most stressful jobs you can do, so it's no wonder that wellbeing is top of the agenda. Delegates who attend events also want to know that their wellbeing needs are being looked after when they're

away from home. At IBTM World we have a dedicated wellbeing and professional development Knowledge Programme stream, with sessions from experts designed to give delegates expert tools and insight to look after their wellbeing.

Event organisers, and especially the younger generation, are also increasingly interested in learning from others, and this is what drove the development of IBTM Accelerate and our investment and mentoring programme, Event Business Accelerator. Having someone who you can turn to for career advice and guidance is incredibly beneficial. We have so much combined knowledge and experience in our industry, so we're very excited to be tapping into this with our new programme.

**MICE CEE: Do you have new exhibitors this year, new destinations? Which exhibitors were successful the last year so they extend the exposition spaces?**

New to the event this year is Galaxy Entertainment Group (GEG), one of the largest resort operators in Macau. Also new at the event this year is the State Tourism Agency of the Republic of Azerbaijan, The Hoxton, Gleneagles, NoCo, Renfe, London & Partners, Goyang, Maison Albar Hotels, Silver Tours, Mallorca, Glaziel Partners, Gothenburg CB, Istanbul CB, Wiserware, GatherNext, Travel Ray, Guidebook Ltd, b network and Virtway. First time stand holders will be attending this year from Macau, South Korea, Mallorca, Greece and Croatia.

China will take two stands at the show this year, representing a large increase in their stand size compared to 2018. Other returning exhibitors include Tourism Australia, Guatemala, Portugal, Great Hotels of the World and Atout France. This year France will be attending under one, larger, umbrella stand.

**MICE CEE: Would you tell us more about the Central and Eastern European exhibitors and buyers?**

We're pleased to represent both Central and Eastern Europe here at IBTM World. So far, we have 33 exhibitors from the Czech Republic, 24 from Turkey as well as several exhibitors from Estonia, Bulgaria, Latvia, Liechtenstein and Lithuania to just name a few. Several of our Hosted Buyers are from Central and Eastern Europe, with a strong presence in Germany and Russia. ■



# ibtm<sup>®</sup> WORLD

BARCELONA, SPAIN

19-21 NOVEMBER 2019

## Inspiring events for better business results

### Find your inspiration here!

Let IBTM World help you find the right people to deliver exceptional events.

### Registration now open

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



Connect with us



@ibtmevents

ibtm<sup>®</sup>

Organised by



Reed Exhibitions<sup>®</sup>

# THE 100 MOST INFLUENTIAL PEOPLE *in the Event Industry*

**E**ventex Awards recently released a new addition to their All-stars Index - The 100 Most Influential People in The Event Industry. The list features the 100 people who have influenced the event industry the most with their creativity, vision, and capacity for innovation, as voted by the public. It will be updated annually.

*"This list aims to recognise the driving force behind the event industry – its people! The visionaries, innovators, trend-setters and luminaries, everyone that pushes the industry forward and makes the events world more vibrant, exciting and awe-inspiring,"* explained Ovanes Ovanessian, co-founder of Eventex Awards.

Zuzana Adamson, the founder of MICE CENTRAL & EASTERN EUROPE media, was voted one of the TOP 100. *"I am very happy to be recognised as one of the TOP 100 in the event and MICE industry. I got the news on my birthday, so it was a nice surprise."*

The public nominated 476 event industry professionals for a chance to make it into the top 100. The final list was decided again via public voting, powered by the awards management platform Evalato where everyone had the opportunity to vote for up to 10 nominees. Over 4,200 people voted for the people they consider most influential – the ones that won the most votes earned inclusion in the prestigious top 100 list in alphabetical order ■



You can see The 100 Most Influential People in The Event Industry here:  
<https://eventex.co/all-stars/people/>

The 100 Most Influential People  
in the Event Industry

## CEE's NUMBER ONE PRINTED & ONLINE magazine for MICE

focused on business exchanges between CEE (Central & Eastern European) countries and the world - in both directions

# www.mice-cee.com

**READ NEWS & WATCH VIDEOS**

**FIND CONTACTS, BUYERS, and SELLERS**

**GREAT MICE VENUES, HOTELS, and LUXURY**

**FIND OUT MICE STATISTICS**

**MICE EXPOSITIONS – where to be, and which to avoid?**

# mice cee youtube

## CEE's NUMBER ONE MICE TV

**262,137**  
Pages viewed  
in March

**740+**  
Daily readers  
online in  
March

**391,198**  
Hits in March



# ITB Asia Unveils Latest Conference Theme: “Bold Thoughts, Bold Moves”

- 2019 Conference agenda will focus on the new trends that are revolutionising the future of travel
- Industry heavyweight speakers from both established leading brands and emerging players to debut at the coming show
- More than 260 speakers and over 100 sessions

ITB Asia is set to deliver another year of thought-provoking and inspiring content to industry practitioners as part of its conference programme. Themed ‘Bold Thoughts, Bold Moves’, the conference will bring together thought leaders from across the MICE, Leisure, Corporate, and Travel Tech sectors for high-level discussions on the trends that are galvanising change in the travel industry. Across the three days of the conference, attendees will have the opportunity to experience over 100 sessions featuring insights from more than 260 speakers.

“ITB Asia is bringing together key industry players, both existing and emerging, who are shaping the future of travel. This is the opportunity not just to identify the clearest opportunities, products, services and technologies, but to debate and collaborate on how to maximise their potential, for the benefit of providers and travellers alike,”

said Katrina Leung, Managing Director of Messe Berlin (Singapore), the organiser of ITB Asia. Knowledge Theatre to host ITB Asia 2019 keynote discussions

‘Bold Thoughts, Bold Moves’ will feature a wide range of themed sessions, including Corporate Travel, Travel & Tech, Destination Marketing and Muslim Travel. Keynote discussions will be held in ‘Knowledge Theatre’, ITB Asia 2019’s main stage.

On Day One, speakers from American Express Global Business Travel (AMEX GBT), CTrip, CWT, Sabre and Traveloka will assess the future of technology, sharing insights on innovations that will shape the travel ecosystem and how consumers’ mindsets and travel behaviour will be affected by them.

Day Two will include a keynote session on the future of travel distribution. Speakers from Agoda, Hotelbeds, KAYAK and TripAdvisor will outline

how they innovate to remain competitive in a fast-evolving industry.

Day Three features representatives from companies such as Booking.com, OYO Hotels & Homes, and Thomas Cook China who will be uncovering the potential that Chinese travellers’ evolving preferences will offer to businesses, brands and retailers.

## ABOUT ITB ASIA 2019

ITB Asia 2019 will take place at the Sands Expo and Convention Centre, Marina Bay Sands, from 16 - 18 October 2019. It is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau. The annual three-day B2B trade show and convention will feature hundreds of exhibiting companies from the Asia-Pacific region, Europe, the Americas, Africa and the Middle East ■



**Meet over 1,000 quality MICE, Leisure and Corporate Travel Buyers.**

**BE AN EXHIBITOR**  
[itb-asia.com/exhibiting](http://itb-asia.com/exhibiting)

**Connect with >11,000 industry professionals at Asia's Leading Travel Trade Show.**

**BE A TRADE VISITOR**  
[bit.ly/ITBAsiaVisitor](http://bit.ly/ITBAsiaVisitor)

**Network and do business with over 1,000 exhibitors!**

**BE A HOSTED BUYER**  
[itb-asia.com/buyer-register](http://itb-asia.com/buyer-register)



**ITB ASIA**

Asia's Leading Travel Trade Show

**16 - 18 October 2019**  
**Singapore**

**#ITBASIA2019**

For more information, please visit [www.itb-asia.com](http://www.itb-asia.com)  
Tel: +65 6635 1188 | Email: [exhibitor@itb-asia.com](mailto:exhibitor@itb-asia.com)

Supported by:

Held in:

Official Partner Hotel:

Official Airline Alliance:

Organised By:



# DUBAI: Saif bin Zayed unveils first floating Smart Police Station

The floating seahorse Smart Police Station (SPS), which will be located at Kleindienst Group's Heart of Europe project, and is expected to open in Q1 2020, will offer unmanned innovative, high performance e-police services to the residents of the development as well as the Dubai community at large.

The partnership also further underscores Dubai's innovative 360-degree plan to promote happiness, sustainability and public safety by using smart technology as well as educating the community on protecting marine life.

Major General Abdullah Khalifa Al Marri, Commander-in-Chief of Dubai Police said: "This extraordinary, unique and pioneering project has grabbed the attention of police and security institutions around the world, as they seek to replicate the experience in their countries."

In addition to providing safety and security services the SPS will also play a crucial role in promoting sustainability and marine life protection in the Heart of Europe development and in the rest of the UAE. A series of visits to the SPS are planned for UAE residents, schools and tourists to see firsthand the positive impact Kleindienst is having on the marine ecosystem.



Josef Kleindienst, Chairman of Kleindienst Group said: "Our partnership with Dubai Police is built on innovation, engineering ingenuity and imagination. We were the first in the world to develop a luxury floating above and underwater living experience through the Floating Seahorse Villa and I'm pleased our design capabilities have been recognised by Dubai Police with the first floating Smart Police Station. As a Developer, we are committed to supporting

Dubai's vision on sustainability, innovation and safety.

The Kleindienst Group was established over 30 years ago in Austria and Hungary and has been present in Dubai since 2003. The Heart of Europe is the flagship masterplan of the developer in Dubai.

The Heart of Europe is an upscale, sustainable and visionary mixed-used destination comprising of 6 islands, 15 hotels and resorts, up to 4,000 holiday homes and hotel units, the iconic Floating Seahorse Villas, white sandy beaches, and the world's first climate controlled rainy street and snow plaza. The Heart of Europe is committed to deliver exceptional sustainability and European culture, heritage and lifestyle experiences through architecture, events and innovative technology ■

## MALAYSIA: CEMS Launches Inaugural MALAYSIA TOURISM TRAVEL MART 2020

CEMS Conference & Exhibition (Malaysia) Sdn Bhd announced the launch of MALAYSIA TOURISM AND TRAVEL MART 2020 (MTTM 2020) to be held from 25 to 27 June 2020 at Malaysia International Trade and Exhibition Centre (MITEC) in Kuala Lumpur, Malaysia. The show is supported by the Ministry of Tourism, Arts and Culture Malaysia.

The three-day trade exhibition will be an important platform for international and local inbound and outbound travel operators and stakeholders to seek and realise opportunities in the international tourism and travel industry. Participants and visitors will also find opportunities to exchange ideas and network with key decision makers of the industry. The event will be open to trade visitors on the first two days and to the public on the third day of the show.

Spread over a gross area of 8,000 square metres, the exhibition will host more than 200 international exhibitors from over 45 countries and some 500 international and local hosted buyers and, is estimated to attract 4,000 trade visitors from the travel and tourism and related industries and 8,000 public visitors. Exhibitors at MTTM 2020 can look forward to an array of customised services to effectively reach out to their target market. These services curated by organiser, CEMS Malaysia, will include preshow promotions and business matching through personalised sourcing of the right buyers. Exhibitors will also be able to pre-schedule business-to-business appointments to improve productivity and efficiently use their time at the show to meet their desired target market players and potential customers ■



# MICE EXPOSITIONS 2019/2020

## 2019

- 1 - 2 OCTOBER  Leaders in Hospitality CEE & CIS  
Bucharest, ROMANIA ..... [www.hotelcee.com](http://www.hotelcee.com)
- 16 - 18 OCTOBER  ITB Asia  
Singapore, SINGAPORE ..... [www.itb-asia.com](http://www.itb-asia.com)
- 4 - 6 NOVEMBER WTM  
London, UK ..... [www.wtmlondon.com](http://www.wtmlondon.com)
- NOVEMBER  MICE Business Day  
Budapest, HUNGARY ..... [www.micebusinessday.com](http://www.micebusinessday.com)
- 9 - 21 NOVEMBER  IBTM World – The Global Meetings and Incentives Exhibition  
Barcelona, SPAIN ..... [www.eibtm.com](http://www.eibtm.com)
- NOVEMBER 28 - 30 CITE - Chengdu International Tourism Expo  
Chengdu, CHINA ..... [www.citechina.asia](http://www.citechina.asia)

## 2020

- 12 - 16 JANUARY  ATF – Asean Tourism Forum  
BRUNEI DARUSSALAM ..... [www.atfbrunei2020.com](http://www.atfbrunei2020.com)
- 8 - 10 JANUARY SATTE  
Delhi, INDIA ..... [www.satte.in](http://www.satte.in)
- 22 - 23 JANUARY  CONVENTA  
Ljubljana, SLOVENIA ..... [www.conventa.si](http://www.conventa.si)
- 2 - 4 FEBRUARY  Europecongress  
Vienna, AUSTRIA ..... [www.europecongress.com](http://www.europecongress.com)
- 9 - 11 FEBRUARY BIT  
Milan, ITALY ..... [www.bit.fieramilano.it](http://www.bit.fieramilano.it)
- 22 - 24 FEBRUARY  ACE of M.I.C.E. Exhibition  
Istanbul, TURKEY ..... [www.ameistanbul.com](http://www.ameistanbul.com)

4 – 8 MARCH	ITB Berlin, GERMANY ..... <a href="http://www.itb-berlin.de">www.itb-berlin.de</a>
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>
24 – 26 MARCH	IT&CM CHINA Incentive Travel and Conventions, Meetings Shanghai, CHINA ..... <a href="http://www.itcmchina.com">www.itcmchina.com</a>
MARCH	<b>MICE CEE</b> is Media Partner IBTM Arabia – Gulf Incentives, Meetings and Business Travel Exhibition Abu Dhabi, UAE..... <a href="http://www.ibtmrabia.com">www.ibtmrabia.com</a>
9 – 11 APRIL	AITF – 18 <sup>th</sup> Azerbaijan International Travel & Tourism Fair Baku, AZERBAIJAN ..... <a href="http://www.aitf.az">www.aitf.az</a>
15 - 17 APRIL	<b>MICE CEE</b> is Media Partner ITB India Mumbai, INDIA ..... <a href="http://www.itb-india.com">www.itb-india.com</a>
APRIL 19 - 22	ATM - Arabian Travel Market Dubai, UAE ..... <a href="http://www.arabiantravelmarket.wtm.com">www.arabiantravelmarket.wtm.com</a>
12 – 14 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 MAY	<b>MICE CEE</b> is Media Partner ITB China Shanghai, CHINA ..... <a href="http://www.itb-china.com">www.itb-china.com</a>
SEPTEMBER	OTDYCH - Leisure, Mice, Gourmet & Wine Travel, Spa & Health Moscow, RUSSIA ..... <a href="http://www.tourismexpo.ru">www.tourismexpo.ru</a>
SEPTEMBER	<b>MICE CEE</b> is Media Partner IMEX America Las Vegas, USA ..... <a href="http://www.imexamerica.com">www.imexamerica.com</a>
SEPTEMBER	<b>MICE CEE</b> is Media Partner 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>





# ACE OF M.I.C.E. EXHIBITION BY TURKISH AIRLINES

IS CALLING MICE  
PROFESSIONALS  
ALL OVER THE  
WORLD TO  
BOOST THEIR  
NETWORKING  
POTENTIAL!



To find out more  
about the  
**ACE of M.I.C.E.**  
**Exhibition by**  
**Turkish Airlines** visit:

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



22-24 January 2020  
ISTANBUL CONGRESS CENTER - ICC



Olympic Training  
Center Slovakia

**X** x-bionic® sphere

Located in the  
heart of Europe

Accommodating  
up to **1,000** guests

Perfect opportunity  
for **networking**

**1,850** capacity  
convention and  
conference rooms

# Enjoy a unique **multifunctional** complex

x-bionic® convention sphere brings new opportunities to organising conferences, corporate parties and banquets along with teambuilding and business meetings.

There are 12 different types of convention and conference rooms in one place, with a total capacity of 1,850. The region's largest convention hall has room for 600 guests, while x-bionic® sphere's convention foyer seats up to 1,000 guests. Here you can also find the unmatched Tuli® Cinema, where up to 112 visitors can sit in exceptional comfort on Tuli® beanbags in front of a stage and large screen, both of which can be used for various presentations and corporate events. High-end technical equipment, a superior background and qualified staff have what it takes to meet the expectations of even the most demanding clients.



© Call Center +421 313 262 000

x-bionic® sphere | Dubová 33/A, Šamorín | Slovakia | [www.x-bionicsphere.com](http://www.x-bionicsphere.com)



**x-bionic® sphere**

the universe of sports, leisure  
and innovation