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# MICE CEE



## DEAR READERS,

**B**ecause of easy accessibility, unspoiled natural resources and MICE quality infrastructure, Slovakia is attracting growing international interest, and has been selected to spotlight the upcoming autumn issue of our magazine as a premier destination. But don't forget about Prague which, judging by the sheer number of events in the „city of 100 towers,“ continues to rank high among top MICE choices. So does Budapest, the spa capital of the world. CEE is simply the hottest MICE market and the place to be. If you haven't yet organized a MICE event in the heart of Europe, now is the time.

Let MICE CEE be your inspiration and guide.  
Sincerely,

**Zuzana Adamson PhD**

Publisher

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

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MICE CENTRAL & EASTERN EUROPE ■ Registration MK ČR E 17637 ■ **Publisher & Managing director:** Zuzana Adamson PhD., Široká 10, 110 00 Prague 1, Czech Republic, IČO: 74326481 ■ **Contact details:** TEL: + 420 731 232 049, E-MAIL: [zuzana.adamson@mice-cee.com](mailto:zuzana.adamson@mice-cee.com), WEB: [www.mice-cee.com](http://www.mice-cee.com) ■ **Cooperation:** Lucia Udvardyová, Jana Collins, Mike Snow ■ **Photos by:** Wikimedia, 123rf, Steven Adamson, Aron Brand, Andre SR, Yuri Arcus, Andrey Popov ■ **Layout:** [www.soliter.com](http://www.soliter.com), Prague ■ **Date of Publication:** August/September 2013

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# Slovakia

## hidden treasure for MICE



Kempinski High Tatras – hotel exterior at night

**Slovakia – a small country in the heart of Europe has always something to offer. Not only for tourists, but also for those who are interested in organising of events, meetings and congresses.**

**G**reat convention centre on the riverbank of the Danube. Majority of the 4 and 5 stars hotels situated in walking distance from convention and City. Very good accessibility from Vienna international airport (only 50 km), the most important airport in Central european region (direct flights to almost 200 destinations all over the

world) and direct flight connections to more than 20 european destinations (including Paris, Moscow, Brussels, or London) from Bratislava airport which is only short 15 minutes from city centre.

High level of cooperation with the Slovak Tourist Board. Gentle and skilled professional staff. These were the main benefits credited by the organisers of Concours Mondial de Bruxelles, one of the world's most

important wine contest. Its 20<sup>th</sup> year was held in Bratislava. Slovak wines achieved 60 medals and Slovakia finished on 6<sup>th</sup> place in the ranking of nations. Slovak Tourist Board and Slovak Convention Bureau have taken care of the convention centre and the incentives - visit of wine routes around Bratislava and guided tours through the City. All the wine jurors of Concours were impressed by the organisation of the event, quality of wines and by the beauties of the country. The courage of choice to organize Concours for the first time in central-eastern European region paid off and Slovak organisers did their work very well.

The car producers Toyota, Škoda and Nissan appreciated the qualities of Bratislava in combination with attractive and less known countryside when organising the European driving presentations of the new models. Wine routes, parks and forests, wild water rafting, fitness, wellness and spa facilities are also available in Bratislava and its surroundings.

Slovakia is very good covered by cellular signal for mobile phones including high-speed 3G internet connection. All the highways in complete length of 670 km are covered by the 3G GSM connection.

Hotel Arcadia, Bratislava



Hotel Carlton, Bratislava



Spa Piešťany



**Additional information you can find on the web site**

All 3, 4 and 5 stars hotels and many restaurants, city centres as well as some vehicles of Bratislava public transport offer free Wi-Fi connection. Events like the Ice Hockey World Championship (2011, Bratislava and Košice), Bush – Putin summit (2005), or NATO summit (2008, 2010) were held in Slovakia. In June Bratislava hosted summit of twelve presidents of central European countries, so it will be a great place also for your meetings and congresses.

You will be impressed also by Liptov and Tatra regions. The combination of hotels with congress possibilities and charming nature, wellness facilities and other incentives like skiing and snowboarding, paragliding, walking, hiking is unique. All these elements persuaded the organisers to arrange the outdoor sport conference Nature & Sports Euro'Meet 2013 in city of Liptovský Mikuláš, in the heart of Liptov region. In October 2013 we expect more than 500 participants during this event.

High Tatras region is unique all year round by combination of mountains, snow or walking possibilities and wellness hotels with congress facilities. For example, the AquaCity in Poprad, situated near the airport, offers conference rooms with capacity of 300 people and wellness resorts with 13 pools, saunas and massages. The AquaCity Poprad is credited as the most ecological wellness resort in the world.

Košice, the biggest city of eastern Slovakia offer very good possibilities for MICE events. Its airport has direct

connections to hubs Vienna and Prague and also to London. Košice is European Capital of Culture 2013 with rich cultural programme and many timeless buildings like new Kunsthalle and other new or renewed culture buildings.

We recommend also wellness and spa hotels in spa cities like Piešťany, Trenčianske Teplice or High Tatras. Almost 30 spa resorts located all over Slovakia offers healing procedures with thermal water, mud, wellness programmes, beauty treatments or active stays. The most important Slovak spa includes Piešťany, Turčianske Teplice, Rajecké Teplice, Dudince and Bardejov. In the past, our spas were also visited by several famous people such as Ludwig van Beethoven, the Russian Tsar Alexander, the wife of Napoleon I and Empress Elisabeth of Austria (also called Sissi) and many others. You can experience fun, relaxation and recreation in some of more than ten thermal aquaparks which are open all year round. We recommend to tasting outstanding home cuisine which is unique in promptly reflects latest world culinary trends. And don't forget to taste unique Slovak wines!

Now, it is up to you. Discover the beauties and services that Slovakia can offer for you and your MICE activities! Slovak Convention Bureau works within Slovak Tourist Board since 2010 and helps to increase competitiveness and efficiency of presentation of Slovakia as MICE destination. ■





Tento projekt je spolufinancovaný z prostriedkov ERDF.

## Info Slovakia

### Capital

Bratislava (11 400 beds in 4 – 5 stars hotels)

### Airports

Bratislava, Košice, Poprad, Sliač, Žilina

**Highways** 670 km

### Distances to European cities

Vienna	70 km
Budapest	200 km
Prague	330 km
Munich	500 km

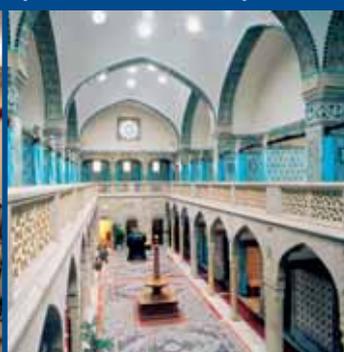
### Hotel chains

- Kempinski (Bratislava, High Tatras)
- Crowne Plaza (Bratislava)
- Hilton (Bratislava, Košice)
- Radisson (Bratislava)
- Falkensteiner (Bratislava)
- Sheraton (Bratislava)
- Mercure (Bratislava)
- Holiday Inn (Bratislava, Trnava, Žilina)
- NH (Bratislava)
- Lindner (Bratislava)

Hotel Bellevue, Horný Smokovec, Vysoké Tatry



Spa Trenčianske Teplice



Hotel Crowne Plaza, Bratislava





Palace Hotel Prague



## VI Hotels are handing over **Palace Hotel Prague** and managing new hotel in Germany

Vienna International Hotelmanagement AG is terminating its management contract for the 5-star Hotel Palace effective June 2013 by mutual agreement with the owners. „Our market presence in the Czech capital remains large regardless of this change – with 6 hotels and 2,017 beds, we are still one of the biggest hotel providers,“ dr. Andreas Karsten, CEO of Vienna International Hotelmanagement AG, explains. The employees are not affected by this change and will remain in the hotel.

At the same time, the company is taking over of the 4-star Arcadia Hotel coburg, a member of the German hotel group Arcadia. The new hotel will be promoted via sales channels of the Austrian Hotel manager VI. ■

### 2013 Summer Season at Czech Airlines: **6 New Destinations, with Flights to 18 Others Added**

Czech Airlines started operating to six new destinations. The flight schedule newly includes service to Zurich, Florence, Munich, Nice and Perm in Russia. The sixth new destination is long-haul service to Seoul. In addition to that, the airline added more flights compared to last year on 18 existing services, for example, Barcelona, Berlin, Hamburg, Copenhagen, Milan, Stockholm and Tel Aviv. The summer flight schedule will apply through 26 October 2013.



### 20 New Flights to East Asia

In cooperation with Korean Air, Czech Airlines operate its own long-haul flights to Seoul. The two airlines offer passengers a total of six return flights from Prague per week – two operated by Czech Airlines, using an Airbus A330-300 (every Saturday and Sunday), and four by Korean Air. Czech Airlines expanded its summer flight schedule by adding flights to seven destinations in Japan: **Fukuoka, Nagoya, Niigata, Okayama, Osaka, Sapporo and Tokyo**, as well as to **Hong Kong, Shanghai and Qingdao** in China, to the capital of Indonesia, **Jakarta**, and **Denpasar** in Bali, to the Malaysian metropolis of **Kuala Lumpur** and the popular tourist destination of **Kota Kinabalu** in Borneo, to **Da Nang** in Vietnam, and to the Pacific islands of **Guam and Palau**, and many other places. **Overall, 20 new flights to East Asia have been added to the Czech Airlines flight schedule.** ■

## TOP ICCA 2012

Ranking	Country	Meetings
1.	USA	833
2.	Germany	649
3.	Spain	550
4.	United Kingdom	477
5.	France	469
6.	Italy	390
7.	Brazil	360
8.	Japan	341
9.	Netherlands	315
10.	China-P.R.	311
11.	Austria	278

Ranking	City	Meetings
1.	Vienna	195
2.	Paris	181
3.	Berlin	172
4.	Madrid	164
5.	Barcelona	154
6.-7.	London	150
6.-7.	Singapore	150
8.	Copenhagen	137
9.	Istanbul	128
10.	Amsterdam	122
11.	Prague	112

## Budapest Airport: free Wi-Fi for passengers

Budapest Airport has provided a wireless internet connection for passengers in all departing passenger circulation areas. Access to the internet is available free of charge for up to two hours on the departure levels of Terminals 2A and 2B and in the SkyCourt. ■

## Hungary is hosting Mundiavocat 2014

After the signing ceremony of the contract it is now official: the Ferenc Puskás Football Academy and the travel agency Budatours will be organising the 17<sup>th</sup> edition of the Mundiavocat (Football World Cup for Lawyers and Bar Associations) in 2014. About 2000 lawyers from 40 countries will be participating in the event, which is going to take place between May 23 – June 1, 2014. ■

## Győr is hosting European Youth Olympic Festival in 2017

Hungary and the City of Győr is honoured to organize the 2017 Summer European Youth Olympic Festival, because the Olympic Games and the Olympic Spirit have always played a major role in the history of our country. EYOF, is a biennial multi-sport event for youth athletes from the 48 member countries of the association of European Olympic Committees. Infrastructure developments, existing sport facility renovations and new sport facility investments are planned until 2017 July. ■

## BUDAPEST IS BIDDING FOR SUMMER UNIVERSIADE IN 2019

FISU has received a letter of intention of a host city for the 30<sup>th</sup> Summer Universiade, an international 12 days multi-sport event and cultural festival for university student athletes, in 2019 from the Hungarian National University Sports Federation. The intention to bid for FISU's flagship event comes as no surprise since the Hungarian NUSF is a very active FISU member association which has been staging several World University Championships in the past as well as the 4th Summer Universiade in 1965. Moreover, Hungary always sends large delegations to participate in the Winter and Summer Universiades. After Brasilia and Baku, Budapest is the third capital to enter the bidding contest for the 30<sup>th</sup> Summer Universiade. Baku was recently awarded the 2015 European Games and Brazil will host the 2016 Summer Olympics, though in Rio de Janeiro. The host city will be selected 2013, November 9. ■

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# Prague: MICE incoming on the rise!

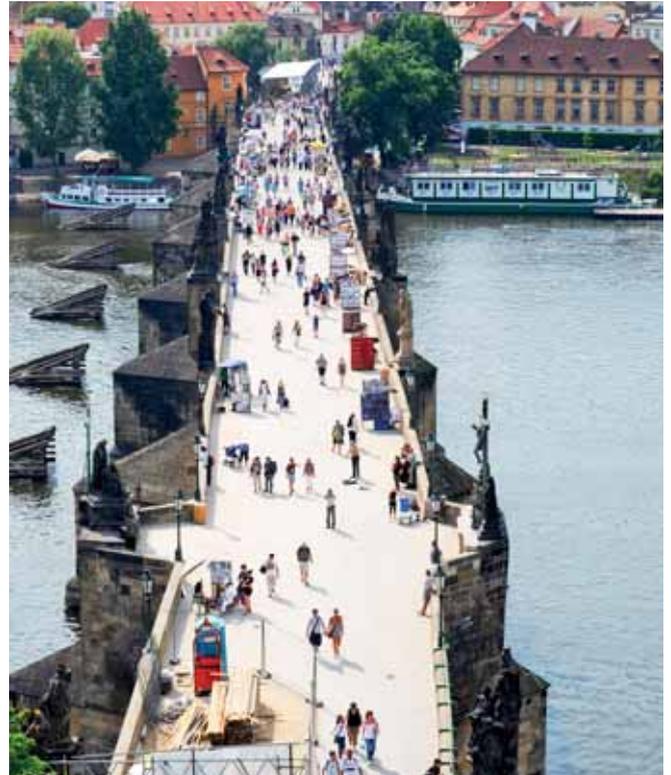


The popularity of Prague as a MICE destination increases every year. Especially 2012 was extraordinarily successful year for Prague according to the statistics. The Czech Statistical Office, collecting data from collective accommodation establishments, states the total of 4,264 meetings organized in the Czech capital in 2012. Which means, that their number increase by 234, compared to 2011. The events hosted 671,812 participants, that means increase by 16,4 per cent compared to 2011. This trend is also confirmed by statistics that Prague Convention Bureau has collected from its members, for the third consecutive year.

The Prague Congress Centre, the largest Prague venue for international congresses, can accommodate up to 9,000 delegates. Its ideally location in the city's centre, which is important for decisions makers and congress organizers, is another strong point of the „city with a hundred spires“ that helps to increase the number of international events.

According to the Prague Convention Bureau, most events held in Prague in 2012 have been corporate conferences/meetings, followed by association conferences/congresses, mostly in the fields of pharmacy, IT and telecommunication, economy and medical sciences. The average length of meeting shortened from 2.29 days in 2011 to 2.06 days in 2012. As in the previous year, one-day meetings dominated in 2012.

It is also evident that smaller meetings become more significant. As in 2011, meetings for 50 – 149 participants were the most common type of events for PCB members in 2012. Number of these meetings had increased by 10%. As in 2011, the second most frequent type of meetings in 2012 was for 10 – 49 persons. Unlike in 2011, the number of meetings with international participants (i.e. with the number of international participants higher than 20 %) increased by 61 per cent last year. Direct clients still dominate over intermediate agencies – besides the Czech Republic, they come mostly from the UK, USA, Germany, France and Belgium. ■



## SLOVAKIA: New congress centre surrounded by mountains

In the vicinity of the four-star Wellness Hotel Grand Jasná in Demänovská Valley, a new multi-purpose hall with a luxury view of the Chopok mountain has been erected. Meetings, conferences and friendly get-togethers in attractive mountain environs have been all made possible as of August 2013. The congress hall has a capacity of 350 persons and offers an inspirational atmosphere. It is also worth mentioning that the concept of the constructors epitomised a return to nature. Thus, wood has been used as a material, and the room is glassed from 80 percent. A beautiful view of the mountain horizon offers limitless inspiration and will add a unique atmosphere to your MICE events. ■



## CEE – Jordan flight connection

**In October 2013, direct flights will be available between Prague and Amman, Jordan, as well as the popular Red Sea resort, Aqaba. Visitors from Poland and Hungary will also be able to make direction connedctions. Check out the great prices offered by Royal Wings, the Jordanian airline, starting at around 400 Euros. ■**

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## CZECH REPUBLIC: UP TO 40 PERCENT OF VISITORS OF OLOMOUC ARRIVE FROM ABROAD



For the second year running, the prestigious tourist guide Lonely Planet has featured Olomouc among the top ten places to visit in Europe, which might explain why more than a third of those who visit this Moravian city are foreigners. Increasingly, Russian tourists as well as those from the Baltic states, have been among the visitors.

Most foreign tourists who come to Olomouc are from Slovakia and Poland. The city is a sought-after destination for German and English-speaking visitors. Increasingly, Russian-speaking guests have also been heading there, not only from Russia but

also the Baltic countries, and their numbers have been growing annually. Statistics from the Olomouc Information Centre have also noted a higher percentage of visitors from Asia. ■

## Prague Convention Bureau Now Represented in the US

The PCB has strengthened its position in the North-American market and is now represented by Martina Fundaro /neé Kvašová/. Fundaro has been part of the Prague Convention Bureau for almost 3 years. She will be responsible for gaining new contacts, developing new business opportunities, offering advice to existing clients and promoting Prague as a MICE destination in U. S. and Canada. ■



### Contact her here at:

7190 Gaston Ave, Suite 238

Dallas TX 75214, USA

skype: PCB.US, GSM: +1 469 475 4409

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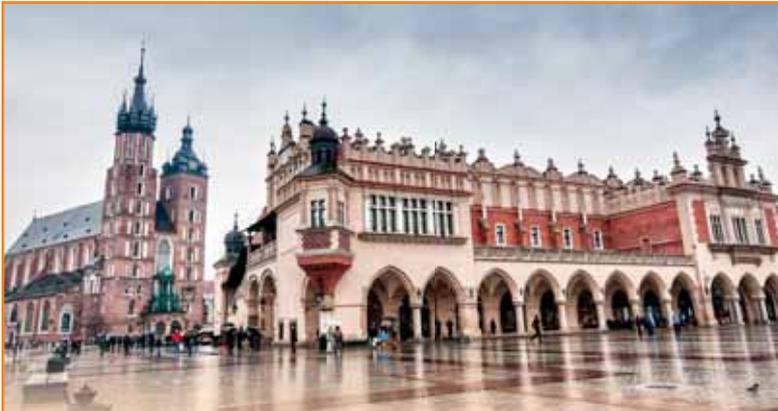
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## Tourism in Krakow: another record broken

Almost 9 million visitors came to Krakow, Poland in 2012. In 2012, Krakow was visited by 6,600 000 people from Poland and 2,350 000 persons from abroad which gives a total of 8,950 000 visitors. In comparison with last year, the number grew by 340,000 people. Over 77 % of these visitors were tourists. The inhabitants of UK constituted a majority among foreign visitors (23 %) and the number grew as compared to 2011, when they constituted 20 % of guests. Germans ranked second with 13 % followed by Italians with 9, 4 %, the French with 9 % and the Spanish with 8,5 % and Russians with 5,9 %. The main goal of visits remains seeing historical sites (26, 8 %). ■

## GBTA Europe Conference 2013 being held in Prague

Mark your calendars for GBTA (the Global Business Travel Association) Europe Conference 2013! You won't want to miss these two days of unparalleled education, networking, and business opportunities. Catherine McGavock, GBTA's Regional Director for Europe said: „The theme of our conference, 'No Boundaries – beyond the process' has been designed to look at creative solutions in three key aspects of travel management, with streams dedicated to strategy, technology and delivery. We hope our delegates will leave the conference armed with insight of the changing nature of the industry to come and equipped with the latest thinking on how to respond to these challenges.“ ■



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# TRY SLOVAKIA



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

# Why choose the Slovakia

## FOR YOUR NEXT MICE EVENT?

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

■ **By Zuzana Adamson**

BUYERS TALK

## REPRESENTATIVES & SELLERS TALK



**Norbert Bomba,**

*Director at PAMIDA International, Ltd.*

Slovakia is located at the crossroads connecting east and west, north and south Europe and in equal distance from Japan and the Americas. A country where history, nature and high tech meets. A destination off the beaten track that can overdeliver on your expectations.

The main cities of Slovakia are served by international and domestic air services, major highways, and the main

European railway axes. Also nature reserves, high mountains, top level skiing areas, white water resorts, large number of historical castles and strongholds are in short distance from major cities.

Within Slovakia I would like to stress Košice, which is the principle city of eastern Slovakia; with a population of 235,000 the second largest town in Slovakia. Hence the economic and cultural centre of eastern Slovakia, Košice hosts the Slovak Constitutional Court, three universities, many museums, galleries and theatres. The city has a well-preserved historical centre. There are many gothic, renaissance, baroque and art nouveau style buildings and Slovakia's biggest church - St. Elisabeth Cathedral. The city is well known as the first settlement to be granted its own coat-of-arms in Europe. City has its own international airport and can be reached also via the Budapest Airport.



**Eva Uherová,**

*Head of Slovak Convention Bureau*

Slovakia is now

going the extra

mile to lure

convention

and conference

business. Though MICE tourism is relatively new to the country, its ample facilities and intriguing attractions already rank it as a destination that should be on every conference organizers A-list. A key advantage is the country's proximity to the Vienna International Airport, largest in Central Europe, which offers flights to 200 destinations, including Bratislava, just 50 minutes away. Bratislava has all the necessary ingredients for a top-tier MICE event, starting with Incheba, the city's uber-equipped EXPO centre, plus many leading hotels nearby, including the Crowne Plaza, Kempinski, Sheraton or Hilton, as well as a quaint historical centre dotted with cozy, inviting cafés. The city's diverse restaurant scene make a visit a true culinary adventure. Various wine routes feature delectable Slovak wines, many of which received acclaim at Concours Mondial de Bruxelles, a signature event at Bratislava's Slovak Convention Bureau in May 2013. The diversity of the region and its captivating history is underscored by the country's various UNESCO sights. Slovakia's relaxing baths centres are also world-renowned, as are its year-round sports and leisure facilities. High-speed internet is now standard throughout the country. For MICE organizers interested in a location that is new, different as well as intriguing, there may be no better choice than Bratislava, High Tatras or Košice.



**Bc. Michal Kič,**

*Director of Hotel Partizan*

Slovakia has in recent years become an increasingly sought-after congress destination. One of the country's indisputable advantages is its central location in Europe and Slovakia. The hotel business, keenly attuned to all the newest developments, correspondingly has expanded services in the area to best suit the needs of the market.

Hotel Partizan\*\*\*\*, one of Slovakia's top hotels, includes a congress centre that is top-tier in terms of both size and space and as well as

technical excellence. The hotel's giant, 250 square meter foyer, large enough to accommodate a car, can be used as an exhibition area. Encompassing 1,000 square meters, the exhibition space extends to the terrace and an adjoining golf course, affording visitors a stunning view of the valley.

Apart from its superb congress space and stylish accommodation, three themed restaurants, a sports-entertainment centre, a night bar (Limbus), and a unique Nature Wellness Centre, offer intriguing possibilities for congress business.



**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), Sliach 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**

Ivan Gašparovič since 2004, elected for 5 years, in 2009 reelected 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

# THE ECONOMY

Slovakia's economic growth exceeded expectations in 2001 – 2008 despite a general European slow down. Foreign direct investment (FDI), especially in the automotive and electronic sectors, fueled much of the growth until 2008. The economy contracted 5 % in 2009 primarily as a result of smaller inflows of FDI and reduced demand for Slovakia's exports before rebounding in 2010 – 2011, but growth showed in 2012 due to weakening external demand. The government of Prime minister Robert Fico in 2012 implemented tax increases on higher-earning individuals and corporations, effectively scrapping



Slovakia's flat tax to help meet budget deficit targets of 4,9 % of GDP in 2012 and 3 % GDP in 2013. The agriculture production of Slovakia content grains, potatoes, sugar beets, hops, fruit; pigs, cattle, poultry; forest products. Industries: metal and metal products, food and beverages, electricity, gas, coke, oil, nuclear fuel, chemicals, machinery, paper and printing, earthenware and ceramics, transport vehicles, textiles, electrical and optical apparatus, rubber products. The biggest export partners in 2011 were Germany (19,3 %), the Czech Republic (18,5 %), Russia (11,4 %), Hungary (7 %) and Poland (5,5 %). ■

## SLOVAKIA: TOURISM

According to the Statistical Office of the Slovak Republic, 3,571,093 tourists visited the country in 2011, which swelled to 3,774,062 in 2012. This latest figure includes 1,527,500 foreign visitors who stayed 2.7 days on average. Overall, the number of overnight stays amounted to 63,685, with lower ranked hotels, camps and other facilities accounting for 3,643 of the overnights. Interestingly, tourists from abroad utilize private accommodation disproportionately, staying with friends, acquaintances and others who provide private boarding.

As before, the most attractive destination was Bratislava, which accounted for 40 to 41 percent of the guests, followed by the High Tatras with 24 to 25 percent, Košice with 7 to 8 percent and Piešťany with 6 to 7 percent. International visitors who were part of groups arrived mainly from Austria, Australia, Germany, the US and France. Bratislava was the most visited region, followed by Prešov (which boasts UNESCO sites such as Castle Spišský Hrad, Bardejov Town, the Carpathian primeval beech forest of the Bukovské Vrchy, and the Vihorlatské vrchy Mountains). The third most visited region was Nitra. ■

## MICE: A PROLIFERATION OF EVENTS!

According to ICCA statistics, Slovakia ranked 57<sup>th</sup> in the number of organised international congresses hosted in 2012, up from the 71 the year before. This resulted directly from increased MICE development and professionalisation in the country, and upgrades made in 2010 by the Slovak Convention Bureau. It is important to remember that the ICCA only records international association congresses, and that numerous corporate events are also held in Slovakia that are not included in ICCA statistics. In 2011, Slovakia accounted for 15 international association congresses, while in 2012 that number rose to 32. According to the SACR (Slovak Association for Travel Industry), Slovakia's underperformance in this arena is attributable to its lack of an independent congress centre. So if you're planning an event for 1,000 persons or more, it might be best to consider other venues. But corporate events and smaller meetings or conferences that attract up to 500 are no problem. Because of all that Slovakia has to offer, the addition of a congress centre in Slovakia would without question dramatically improve country's ICCA ranking. ■



# Bratislava –

## THE VIBRANT CAPITAL EXPERIENCES A MICE BOOM



Bratislava climbed from the 71<sup>st</sup> to 57<sup>th</sup> place in the TOP International Congress and Convention Association (ICCA) list in 2012, during which time the number of organised international congresses hosted by the city surged from 15 to 32. This represents significant improvement for the Slovak capital. The main priority for organizers of conferences, congresses and business trips – fast and easy transport of delegates from airport to hotels – works to Bratislava's advantage, since the city centre is only half an hour from Vienna airport.

■ By **Zuzana Adamson**

**B**ratislava's location on the Danube River is another strong selling point, along with the fact that the city is just 50 km from Vienna and its numerous attractions and historical sites. Life in Bratislava is bustling, with many 4 and 5-star hotels offering comprehensive services essential for international delegates, catering to their need for quality internet connectivity, comfortable beds with good mattresses, restaurants and bars where they can socialize with colleagues, and interesting local attractions and activities.

Bratislava offers all of this. The city has undergone significant changes during the last 20 years, and despite its long history is today a political, business and financial centre as well as being a modern and dynamic capital that attracts almost 60 percent of all foreign investment coming to Slovakia. More than 75 percent of city's inhabitants are employed in the financial sector. With its historical sites, the old city is an excellent spot for networking when the official delegate programs are over. Picturesque squares, designer bars and excellent restaurants provide an ambiance that enables delegates to



spend unforgettable moments with their colleagues while savoring a glass of fine wine or Slovak dining specialities. A few years ago, a new modern shopping mall, Eurovea Galleria, was built beside the Danube. Covering 60,000 square metres, it includes a walking path, a theater, and plenty of restaurants. The 5-star hotel Sheraton Bratislava, with 209 rooms and 700 square metres, features a ballroom that can accommodate up to 380 persons for congresses and conferences. Situated only 35 minutes from the Vienna Airport and 15 minutes from Bratislava Airport, the hotel is modestly described as another Danube riverside hotel. Another option is the 5-star Kempinski River Park, opened in 2010. About 45 minutes from the Vienna airport, it includes 11 banquet rooms, the largest of which can accommodate up to 300 guests. The city's interest in MICE development and related tourism is also evident at hotels that have recently opened, including the 4-star Lindner Hotel Gallery Central, which debuted in May 2013 and includes

222 rooms and 5 conference rooms (the largest of which is 200 metres). Combined, there are currently 81 hotels in Bratislava, including those that opened last year. Various corporate meetings, conferences, mid-sized association meetings can be organised in four star hotels, including the Mercure Bratislava Centrum, Abba Bratislava (opened in November 2011), or Falkensteiner Hotel Bratislava, which have all received good evaluations on user websites. Falkensteiner offers 162 rooms, including 5 Suites and 16 Executive Suites, plus conference space that encompasses 600 square metres. The largest hall has theatre seating that can host as many as 250 persons. The relatively new Hotel Saffron features 118 rooms that span 1,500 metres while the congress centre, Lux, can host up to 1,000 persons for cocktails, whereas its 800 square metres theatre can host more than 600 persons. The older hotel Crowne Plaza offers 224 rooms, with the largest hall able to provide up to 350 persons with theatre seating.



In 2012, the boutique hotel Marrol's, located in the centre of the city, appeared on Expedia's top spot, winning first place as well as the title of The Best Hotel of the World. At the Marrol's, business travellers can access free internet service plus computers, scanners, printers and copy machines. The Marrol's Green Salloon, which can accommodate 12 persons, is used for VIP meetings. According to Trip Advisor, the four-star Austria Trend Hotel in Bratislava won the service's Traveller's Choice Award for 2013.

What congresses are held in Bratislava? In September 2013, the EIEP (Physical Education and Sports Perspective of Children and Youth in Europe) Congress

in Bratislava takes place at the Physical Education at Comenius University as well as at the Sorea Regis hotel. In September 2013, the International Association of Art Critics (AICA) will be held in Bratislava and Košice. In May, the Eurotech 2013 (European Biotechnology Congress) took place in Bratislava at the Faculty of Natural Sciences at Comenius University. Delegates to the conference had the option of booking themselves into the Sorea Regia or Hotel Devín.

If you're looking for a little known MICE destination, with excellent flight accessibility and charm typical of Central and Eastern European towns, try the capital of the little Big country. ■

# A long history behind the **Radisson Blu Hotel** Bratislava

**T**he history of one of the most famous Slovak hotel, the Carlton, reaches back to the 13<sup>th</sup> century known as **The Swan**. In 1760 alongside the hotel The Swan stood also an old inn **The Three Green Trees**. In the first half of the 19<sup>th</sup> century the owner of the inn became Ján Löw, started the reconstruction of the inn into a large First Class hotel. Later, the owner - Palugyays had to face strong competition from the Speneder family, which owned in the neighbouring **The National**. The owners of the The National were apparently unable to bear the pressure of competition and sold the hotel. The new owner, business-minded Henry Prüger, brought his experience of operating in the London Carlton to Bratislava. He soon bought and rebuilt also the building, separated from the competing hotel – the Gervayo house. In 1912 there was thus

created the new hotel complex, which received the name **The Carlton-Savoy**. The hotel in the form as we know it today for several decades was among the finest of European hotels. Its services were used by many world-famous personalities such as **Thomas Alva Edison**, **Alfred Nobel**, **Theodore Roosevelt**, **Jules Verne** or the first Czechoslovak president **T. G. Masaryk**. Among the regular guests of the hotel café were also **Ludovít Štúr** and many more. In 70's it was abandoned and even threatened with being knocked down. In 1998 started the reconstruction of the greatest Bratislava hotel and in September 2001, after signing international management agreement with SAS Hotels A/S Denmark, The Carlton hotel celebrated the long-awaited opening under the name Radisson SAS Carlton Hotel lately rebranded to Radisson Blu Carlton Hotel Bratislava. ■

## Radisson Blu Carlton Hotel Bratislava

Unique venue in the heart of the city

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reservation.bratislava@radissonblu.com  
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BRATISLAVA



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For more details on this offer please visit: [starwoodpromos.com/meetings/en/tc](http://starwoodpromos.com/meetings/en/tc)



### ROOM DIMENSIONS AND SEATING CAPACITY

Room Name	Square Meter	Dimensions in Meters	Height	Theater	Classroom	Boardroom	U-shape	Banquet
BALLROOM	300	20 x 15	5,35	380	190	-	-	200
BALLROOM I	150	10 x 15	5,35	160	90	-	-	80
BALLROOM II	150	10 x 15	5,35	160	90	-	-	80
CONNECTIONS	127	15,5 x 8,5	2,4	190	75	40	45	80
CONNECTIONS I	66	8 x 8,5	2,4	50	30	16	21	30
CONNECTIONS II	63	8 x 8,5	2,4	50	30	16	21	30
MOMENTS	30	8 x 4,5	2,6	32	16	16	16	-
MILESTONES	38	8 x 4,5	2,6			Boardroom table for 12 delegates + 1 presenter		
IDEAS	33	7,5 x 4	2,6	17	16	16	16	-
MEMORIES	36	7,5 x 5	2,6	32	16	18	18	-
PRE FUNCTION AREA I	120	15 x 8	2,3					
PRE FUNCTION AREA II	28	7 x 4	2,3					

SHERATON BRATISLAVA HOTEL  
Pribinova 12, 811 09 Bratislava, Slovakia

t — +421 (0)2 3535 0000  
f — +421 (0)2 3535 0009

[sheraton.bratislava@sheraton.com](mailto:sheraton.bratislava@sheraton.com)  
[sheratonbratislava.com](http://sheratonbratislava.com)

## Simone Dulies, General Manager at Sheraton Bratislava Hotel, talks to us.

### 1. Bratislava is becoming the place of interest for not only leisure but business guests as well. What is so special about this city?

I think that Bratislava has not been on the "radar" of many companies as a meeting destination; it still is an exotic location for many. However, all meeting planners that come to Bratislava for a site inspection fall in love with the city - it offers modern parts (for example the Eurovea complex where the Sheraton Bratislava Hotel is located) as well as a cozy old town with many pubs and restaurants. It is a charming and vibrant city that offers great value for money; it also has fairgrounds for big exhibitions. But it's not all business - there are also lots of leisure activities, i.e. museums, parks, sports activities, wine road just outside the city; it definitely offers something for everybody! Getting here is easy as Vienna International airport is only 40 minutes away.

### 2. Why should companies choose your hotel for events?

The Sheraton Bratislava is located within the new Eurovea shopping center - the "new center of Bratislava". It was opened in 2010 featuring 209 beautifully appointed guestrooms and 700 square meters of flexible meeting space with an abundance of natural daylight, including five meeting rooms and a spectacular ballroom. We offer all Sheraton programs including clutter-free meetings (note pads, pens and refreshments are set up separately to maximise workspace) as well as Sustainable Meeting packages, the healthy option with regional produce supporting the local suppliers. Our highly trained international banquet staff is ready to provide the finest service and our meeting concierge is at the meeting planner's service to assist with last minute requests and ensure the meeting runs flawlessly. Group delegates love our hotel not only for the service but also for the location - a specific break in between meetings can be used for a stroll along the Danube river or a quick shopping spree in Eurovea.

### 3. Sheraton Bratislava brought to Slovakia a new definition of quality & comfort. What does quality and comfort mean at the Sheraton?

The service is of most importance, a guest needs to feel he or she is actually understood and served according to his/her needs - not according to what we think is right. Offering the flexibility to match your individual needs by definition increased the perception of quality services in Bratislava. For this reason we designed the dedicated meeting concierge service who assist you, as meeting planner, in planning and tailoring your event as per your specific requirements. Comfort is very best described by the Sheraton Sweet Sleeper Bed which is renowned and famous around the world. The bed is actually so popular that our guests requested us to put a retail option in place so the guest can purchase the bed and enjoy the same comfort at home.



*Simone Dulies was born in Germany. After studying at Cornell University in Ithaca, NY, she attended several professional hotel business trainings. She started her professional career at Starwood in 1999 at the accommodation section of The Westin South Coast Plaza in California. There, about 5 years later, she took the position of Operation Manager. Subsequently, she worked in leading positions in many luxury hotels in USA and Scotland. Simone Dulies speaks fluent German and English. Her free time she likes to spend with her horse which she brought from Scotland.*

### 4. Bratislava is only an hour away from Vienna - can you "steal" some business from the Austrian capital?

At Sheraton you find excellent service which our brand is known for worldwide. The choice for the customer is there; Slovakia and Bratislava have a curiosity factor, people like to discover new places and we have to ensure we tell the world about the beauty they can find here in Slovakia.

### 5. What are your goals as the new GM of the Sheraton Bratislava Hotel?

To make it the best and most successful hotel in Bratislava and become the hotel of reference in Europe! I personally like to manage on the floor to be visible, keep contact with guests, support the employees to make sure that they are trained well and they have what they need to provide excellent service. Well-trained and passionate staff is the cornerstone of hospitality and a successful hotel. The right location is an important element as well; that is what we in Sheraton Bratislava Hotel have.

### 6. What are advantages of managing a hotel that is part of a global hotel chain?

Sheraton is one of the world's most recognized, global and iconic hotel brands with more than 500 hotels and resorts in 86 countries. Its strength lies in years of experience. Sheraton hotels is a warm, welcoming, comfortable and reliable international brand that is a favorite amongst worldwide business travelers. The brand provides a social environment, signature products and distinctive offerings that enable and encourage guests to connect with other people, places and their passions. And let's not forget Starwood's revolutionary and award-winning "Starwood Preferred Guest" loyalty program (SPG) which offers a number of innovative redemption opportunities. It was invented as the first Bonus Program without black-out dates and is awarded the best Loyalty Program in the industry year after year.

### 7. How do you see the future of tourism in Bratislava?

Bratislava is still an emerging market and people are reacting very positively to it. We had a group of guests from USA and they really loved the city, the Danube riverbank and the Old Town. I think we should promote Bratislava a little bit more towards leisure tourists, too. I believe we can provide a good alternative to Vienna. A big advantage is that we are very close to the international airport so we are well connected. It is just a matter of marketing and intensive cooperation.

### 8. Sheraton is considered a worldclass hotel brand in Bratislava. How do you see the competition in this segment in the city?

In the last 5 years, big hotel brands did enter the Bratislava hotel market. We in Sheraton Bratislava Hotel believe, that every competition is healthy because it is pushing you towards better service and quality. We have to make the most out of the business we have and ensure to exceed our guest's expectations so they return. ■

**DIFFERENT LANGUAGES,  
DIFFERENT WORLDS**

- *For a German and a Finn, the truth is the truth. In Japan and Britain it is all right if it doesn't rock the boat. In China there is no absolute truth. In Italy it is negotiable.*
- *Comparisons of national cultures often begin by highlighting differences in social behavior.*
- *...various manners and mannerisms cause us great amusement. We smile at foreign eccentricity, congratulating ourselves on our normality. And yet we are aware that these indiosyncrasies are largely superficial. If we stay in France a while, we are sooner or later happy to dunk our croissants and make a mess, we discover the unhurried delight of turning up outrageously late in Brazil, we throw vodka glasses over our shoulders with abandon in St. Petersburg. Such adaptation of our behavior leaves no scars on our psyche. We join strangers in their social ways partly to conform and partly for fun. We can become French or Greek for an evening, we can sit on „tatami“ with Japanese colleagues and eat legs of lamb with one hand among Arabs. But what goes on in our heads remains a private, well-protected constant. We may put on a show for others, but all the while we follow our own silent program.*

# GO SMART:

## Cooperation with a local DMC AGENCY

### DOWINA incoming



**Jitka Spillerová,**  
Owner

#### WHO WE ARE

Our company was established in 1991 and licensed to operate

as an incoming agency.

The aim of our agency is to provide a full range of travel services, including trips, tours and incentives for clients wishing to explore Slovakia. The whole team confirms their commitment to ethical trading and quality services.

Our experiences help us to set up programs that fulfill high demands of your clients and still remain within a reasonable budget. We communicate in English, German and French.

#### WHAT WE DO

We can offer different team-building activities to your incentive groups. From off road adventure ride to rafting on the Danube river, paintball fight, cycling tour, beach volleyball, golf or downhill skiing. You name it! As Bratislava and Vienna are two neighboring capital cities geographically very close to each other we often include these two destinations into one program. Suitable accommodation in first class hotels, professional guides and transportation on the site are an inevitable part of our offer.

#### REFERENCES

INTERNATIONAL SCHOOL PSYCHOLOGY ASSOCIATION; CROATIAN TENNIS FEDERATION; VW MAGAZIN, EBRO ARMATUREN; BANQUE POPULAIRE; OTIS; FC KALECIK ANKARA; GAZIANTEP MUNICIPALITY; GEODETCI SOCIETY

#### CONTACT DETAILS

DOWINA INCOMING  
Košícká 37  
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# Time for... KOŠICE



Košice in 2013 became the first city in Slovakia to win the prestigious European Capital of Culture award, thanks to its historic treasures and potential for development. Since receiving the award, new city infrastructure has been developed in Košice, including hotels and restaurants as well as various cultural events and festivals.

This dynamic modernisation has transformed this picturesque city of 240,000 into a bustling hub of eastern Slovakia. The second largest city in Slovakia, Košice boasts architectonic sights within walking distance of its historical centre. Most prominent is Gothic Saint Elisabeth Cathedral (Dóm sv. Alžbety), the largest church in Slovakia. In addition to Gothic cathedrals, Jewish synagogues, Hungarian townhouses and even a Roman Theatre serve as constant reminders of Košice's long time role as a crossroads of cultures. ■



## WHAT TO DO

### The golden treasure of Košice

What should not be missed? „The Golden Treasure of Košice“, located in the East Slovakian Museum. The collection consists of 11.5 kg of gold in the form of nearly 3,000 coins, chains and medals unearthed in 1935 by construction workers laying the foundations of a new building. The treasure is not just valuable for its gold, but the rarity of its coins, which can be traced to various European mines that operated from the 15<sup>th</sup> to 17<sup>th</sup> centuries. This magnificent collection includes coins from the Czech Republic, Hungary, Holand, Sweden and Spain. One of the Slovak National Museum's main attractions, the Golden Treasure of Košice is visited by 50,000 people yearly.

## WHERE TO HOLD A CONFERENCE

A good choice would be the popular **Doubletree by Hilton** in the city centre, equipped to suit conferences for up to 350 persons. The hotel offers 170 rooms, 10 of which



are apartments, plus 1,200 square metres of meeting space, including high speed internet connectivity.

### The **Steel Aréna**

Hall, a sports centre in the heart of Košice, features a hotel, a training hall and plenty of parking. About 150 hockey matches for youth and adults take place every year in this sports-cultural complex, in addition to 20 to 30 societal-cultural events. The Steel Aréna can seat up to 8,347. In the „Social occasion pavillion“, an alternative conference venue, congresses or conferences suitable for up to 1000 can be arranged.

## NATURE'S GEMS

### Slovak Paradise

National parks in Slovakia are among the most scenic in Central Europe, and include no shortage of spellbinding views of gorges, valleys, canyons and plains that are guaranteed to wow any visitor. In addition, 350 caves can be found throughout the area – there approximately 1.8 caves per square metre. But only one (the Dobšinská ice cave) is accessible to visitors. Those who want a firsthand view can set out on more than 300 kilometres of hiking trails found in the area.



### Rafting at the National Park Pieniny

More outdoor magic can be found at Pieniny in the northeastern corner of Slovakia near the Polish border, where time appears to have stood still. Numerous historical films have featured the area's stunning scenery. Rafting the Dunajec River invariably attracts sports enthusiasts longing for an adrenaline-fuelled rush. It is also possible to raft the Poprad River between Stará Lubovňa and Stary Sacz in Poland, a must for sports-oriented incentive groups. The starting point is Červený Klášter. Legend has it that a mysterious 18<sup>th</sup> century Cyprian monk, herbalist, scholar and doctor who lived in the area built a flying machine for himself and one day flew to God.



**meetKošice.eu**  
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# 5 great INCENTIVES IN SLOVAKIA

## 1 UFO WATCHING

Be sure to take in the panoramic view from the UFO observation deck on the Slovak National Uprising Bridge in



Bratislava. The „UFO,“ spotlighted in the new German publication „Crazy Places,“ hints at extraterrestrial excellence. A meal at the site’s upscale restaurant, overseen by renowned chef Collin Brown, is sure to underscore that impression. ■



## 4 BECOME A HELICOPTER CO-PILOT

Want to cement your business ties? There is perhaps no better way to bond with your partners than by arranging for them to captain a helicopter. Or simply invite them aboard a small charter aircraft to various parts of the country. ■

## 5 VISIT LIPTOV

The natural scenery of Liptov, in Slovak’s north astride the Polish border, offers some of the most breathtaking view in the country. This mostly mountainous terrain includes Tatra National Park, Velká Fatra, and the Low Tatra Mountains, where you’ll find caves open to the public, numerous medical and thermal springs, and the Liptovska Mara Reservoir, in addition to medieval castles, ruins and historic villages that have been designated UNESCO World Heritage Sites. **Our tip:** Kozi Vršok – a cheese and sheep farm that in 2012 won the world’s largest cheese competition. ■



## 2 WINE TASTING IN TOKAJ

The uniqueness of Tokaj wine, increasing Slovak involvement in growing and processing grapes, and ramped up production has prompted local wine enthusiasts, growers and producers to create Tokaj Wine Road. The smallest of the six vineyard regions in Slovakia, Tokaj, just a one hour and 15 drive from Košice, dates back to the 3<sup>rd</sup> and 4<sup>th</sup> centuries B.C.E.. Don’t fail to visit one of the area’s famed wine cellars and be sure to test each of the six different wines available there. *Organized by:* [www.beststlovakiatours.com](http://www.beststlovakiatours.com). ■



## 3 COOK UP A STORM...MASTERING THE ART OF „HALUŠKY“



Typical Slovak food – „Bryndzové halušky“ – consists of potato dumplings and soft sheep cheese topped with bacon strips, famously downed with hearty swigs of acidic

milk. Begin your cooking course with a primer on all the necessary ingredients, then watch, rivetted, as a master chef walks you, step by step, through this food wonderland. Other courses can provide you and

your guests with an overview of Slovak specialities, topping off this gastronomical tour de force with a selection of coveted wines and spirits. *Organized by:* Supravia, DMC. ■



# HUNGARIAN DESTINATIONS



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# Unique Venues IN BUDAPEST

**B**udapest is a magical city, divided into two by the enchanting Danube River. Buda, on one side, features rustic hills and mountains. Pest, on the other, encompasses a thriving commercial district filled with impressive hotels, a rich history, a pleasant climate, and festivals and cultural events that offer resounding proof that the city is indeed the Pearl of the Danube. If there is any doubt about that, consider the area's convention centres, which can accommodate up to 2,000, and its 5,000 first class and luxury hotel rooms.

Budapest, as a whole, is most notable for its living memories of the past, exemplified by major historical monuments that can serve as venues for banqueting and other events. The fairy-tale Vajdahunyad Castle, the Museum of Fine Arts and even the Parliament can be

rented for special occasions. The Palace of Arts also offers numerous halls and spaces for MICE events. Likewise, the Béla Bartók National Concert Hall, which can hold up to 1,699, is available for private parties and corporate gatherings. Other special venues include the Festival Theater at the Palace of Arts, which can accommodate up to 452 people, and the Ludwig Museum, which in addition to 3,300 square metres of space, offers various rooms and halls.



Famous for its thermal baths, with more spas than anywhere else in the world, it is no surprise that Budapest is known as the „Capital of Spa in Europe“ and it is the largest spa city in the world. MICE banquets, receptions or gala dinners at the Gellért Thermal Baths and Spa (for up to 800 people) or at any of the other spas throughout the city would not only ignite creativity and good will, but memories of a lifetime. ■





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# PECS:

## a cultural walk across the centuries

Pecs, on the slopes of the Mecsek Mountains, is a university city (pop. 156,000) of art in the south of Hungary that is renowned for its sultry Mediterranean climate, wine production dating back to the 4<sup>th</sup> century, and a remarkable series of UNESCO heritage site tombs in the Roman provincial town of Sopianae: the perfect backdrop for MICE events.

**N**o matter where you come from, travelling to Pecs is like going home: This is the inescapable feeling one gets while strolling along the Roman era Christian burial chambers, beneath the chestnut trees of Promenade Square.

Following a spring shower, rainwater from the mountain cleanses the city's narrow, winding streets, where during the annual National Theatre Festival



famous Hungarian actors sip succulent juices. Stunning local women with enchanting eyes, university students animated after a riveting street performance, and onlookers elated by a cutting edge arts exhibition at a local contemporary gallery make Pécs a premier conference location.

Thanks to the Pécs 2010 European Capital of Culture Programmes, the city's urban development revival includes a multifunctional conference and concert hall that can accommodate up to 1,000. The biggest cultural

OUR TIPS

quarter of Middle-Europe, the Zsolnay Cultural Quarter is now open to the public.

Just a two hours drive from Budapest, Pecs now has all the venues and services needed to make it an exemplary conference and incentive tourism destination, as well a popular MICE industry selection.

- 1 Vasarely Museum**, dedicated to the works of Victor Vasarely (founder of the op-art movement), features premier faux-three dimensional paintings, goblins and "kinetic statues." The museum is one of three in the world that feature Vasarely's work.
- 2 Zsolnay Porcelain**, with its distinct Art Nouveau character, and remarkable green-gold glaze ("eosin") are the best known product of Pécs. The Zsolnay factory, established in 1853, is well worth a visit, as well as the Zsolnay Museum in Pécs.
- 3** Another Pécs product popular with visitors is wine from the wine region. **F. ex. Villány full-bodied reds** are rated among the best in Hungary. The region was at the vanguard of reviving traditional winemaking methods and implementing quality standards, a process encouraged by both family vineyards and strategic investors.

## ANCIENT ROMAN CITY

The area, inhabited since ancient times, features archaeological digs that are more than 6000 years old. Originally inhabited by the Celts, Pecs eventually fell under control of the Roman Empire, when Western Hungary was a Roman province (Pannonia). The Romans founded several wine-producing colonies under the collective name of Sopianae (where Pécs now stands) in the early 2<sup>nd</sup> century, and in the 4<sup>th</sup> century Sopianae became recognized as an important Christian city. The Christian burial grounds that date from this time are recognized as a UNESCO World Heritage Site. ■



Zsolnay Cultural Quarter



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# NEW DELHI

**a new**

■ *By Zuzana Adamson*

# MICE destination?



With more than a billion inhabitants and rapid overall growth, today's India is a land of enormous MICE opportunity. In order to attract more international events, however, it has to do more than it is now doing.

The Indian capital recorded 37 international meetings in 2011 according to ICCA statistics, placing it at 56th in the global TOP MICE Cities list. When it comes to the Asia-Pacific and the Middle East region, Delhi placed 12th. Out of all Indian cities, it boasts the highest number of events and has the best potential.

According to Martin Sirk, CEO of ICCA, India has tremendous potential to attract international MICE events because of its status as an economic powerhouse and the fact that global companies are increasingly interested in doing business in India. However, key improvements are necessary.

„One has to understand that MICE is not just tourism (business). India needs better and more modern convention venues in major cities such as Delhi and Mumbai,” said Sirk at the IT & CM India trade fair that took place for the first time this year. For example, A T Seasons & Vacations Travel found it difficult to even locate a venue for 2,000 persons in Mumbai.

Although the situation is better in New Delhi, it does not have a convention centre that can accommodate more than 5,000 persons. Among the largest and most famous convention and exhibition centres are The Ashok, Vigyan Bhawan, Pragati Maidan and Delhi International Expocentre. Currently, The Leela Palace Kempinski New Delhi is building a new convention centre with a capacity of 3,500 persons.

The transport situation inside the city is managed well with the new, two-year old underground, which is an efficient, comfortable alternative to the traffic jams that clog the streets. There is a station approximately 200 metres from the Hilton Mayur Vihar and the neighbouring Hilton Double Tree, and Connaught Place (in the centre) is only a 20-minute ride away.

Interestingly, Delhi is one of the greenest cities in the world, but security checks at the luxury hotels (with pass-through scanners, similar to those at airports) are a slight inconvenience. ■



# 2

## TOP CONVENTION VENUES IN DELHI

### PRAGATI MAIDAN



Pragati Maidan, opened in 1982, is close to several tourist attractions such as India Gate, Red Fort and Lotus Temple, as well as Connaught Place, which is the financial, commercial and business centre of Delhi. This is its great advantage because delegates coming to Delhi for business trips like to enjoy the city as well. Thus, you have a feeling of being in the centre of the action

without having to spend a lot of time stuck in traffic to see a few sights.

The venue is close to other top-class hotels such as Le Méridien, Shangri-La, LaLit and Oberoi. Owned and managed by the Indian Trade Promotion Organisation, Pragati Maidan occupies over 60 hectares. It offers show organisers about 61,290 square metres of exhibition space in 16 halls and 10,000 square metres of open display areas. Other facilities include eateries, a media centre, a medical dispensary, banks, a library and storage space. Some of the major exhibitions held at Pragati Maidan include the India International Trade Fair, the World Book Fair and the Auto Expo.

### The Ashok



Ideally located in the diplomatic enclave of New Delhi, the Ashok convention centre spreads over 21 acres of beautifully landscaped lush green surroundings. It is situated only about 15 km from the international airport and 10 km from the domestic airport.

A number of superbly equipped meeting and banquet rooms provide high flexibility and cater to a diverse range of convention and banquet requirements. The Convention Hall is able to accommodate up to 2,000 persons with theatre seating. It is also possible to organize events outdoors. A luxury five-star hotel, which is one of the most sophisticated accommodation facilities in the city, provides 550 comfortable rooms, out of which 60 are executive suites, 40 double suites, 10 deluxe suites and one Presidential suite. Tea and coffee facilities are provided in all rooms. The hotel encompasses 11 high quality restaurants where guests can whet their appetite with Indian, Mughali, South Indian, Korean, Lebanese, Chinese and continental cuisine. The Sagar Ratna restaurant serves Indian vegetarian specialities. The Coffee Shop, in the vicinity of the swimming pool, serves both Indian and continental dishes. Amattra – the Life Style Spa, can be used for leisure, with therapeutic and wellness programmes exploring the science of ayurveda.

### LEADERSHIP AND STATUS

- *Indians accept a hierarchical system with its obligations and duties. The boss must be humanistic and initiate promotion for his subordinates. In family businesses the elder son rarely decides what he wants to be – he is born to carry on the trade of the father, the father is expected to groom him for the job. First a good education will be provided. The son must study hard, then the next step will be indicated.*
- *A strong work ethic is visible in Indian commerce, especially when people are working in their own or family business, however, Indians do not work by the clock. There is an easy acceptance of foreigners in business dealings.*

### BEHAVIOR AT MEETINGS AND NEGOTIATIONS

- *Indians are clever at buying and selling. The following points indicate just one pattern of negotiation that an Indian employs with great skill when selling:*
  1. *I don't want to sell at all.*
  2. *This business is the jewel in the crown of all businesses that my family controls.*
  3. *We don't need the money.*
  4. *I am not intending to sell, but if I ever did sell, I would sell to you.*
  5. *I have to tell you in all honesty that we have received a very serious bid from the third party. It is higher than yours.*
  6. *I do not expect you to pay more than they are willing to, but I expect you to match their offer. And more.*

Richard D. Lewis:

**“WHEN CULTURES COLLIDE: Leading across cultures”**

Nicholas Brealey International (2006, 1999, 1996)  
Boston, London

## Association of Ecotourism in Romania (AER) to host the 2<sup>nd</sup> European Ecotourism Conference

The conference is being held in Poiana Brasov, Romania from October 22-26, 2013. The conference is organised by the Association of Ecotourism in Romania (AER) within the framework of the European Ecotourism Knowledge Network (ECOLNET), which is supported by the European Commission.

All the participants will have the opportunity to experience some of the most inspiring ecotourism offers in the Romanian Carpathians: searching for wolves, bears and lynx tracks in the Carpathian forests, hiking and biking along the trails crossing some of the most exciting high nature value landscapes of Europe, discovering proof of the long history of Transylvania's multi-ethnic culture, and more.



## Business travel spending to grow

Global business travel spending is expected to rise throughout 2013 and continue its ascent over the next several years, according to the latest research of the GBTA (The Global Business Travel Association), sponsored by Visa, Inc. Global spending on business travel is forecast to reach 1.12 trillion USD in 2013, a 5,4 percent increase from 2012, with travel spend stabilizing after a year rocked by worldwide economic and political uncertainty. Steady business travel spending in the second half of 2013 is expected to lay the foundation for 8,2 % growth in 2014, followed by 7,6 %, 7,2 % and 7,1 % growth in 2015, 2016 and 2017 respectively.

The GBTA Europe Conference 2013 will be held in Prague, September 23-25.

# Where corporate buyers search when planning MICE events?

### SOURCE OF INFORMATION:

Internet	86%
Personal recommendation	76%
<b>Trade Press</b>	<b>53%</b>
Fair visits	52%
Fam Trips	43%
Road shows, promotional events	37%
Personal visits of suppliers	36%
Mailing & newsletters	34%
Convention Bureaux	34%
TMT Forum	22%
Online business networks	15%
Blogs, video, podcast, wiki	12%

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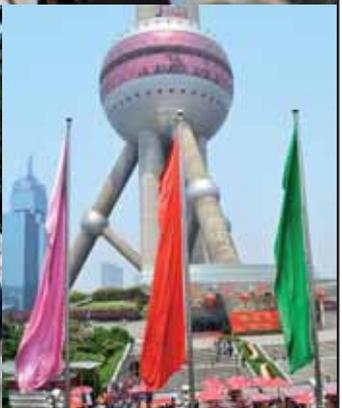
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# & MICE INDUSTRY



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TO GET THE BEST EDUCATION,  
WHERE TO DO THE BEST  
BUSINESS AND MORE.

# Europe Congress announces the 4<sup>th</sup> annual MCE CEE:

BUCHAREST, ROMANIA, 9-11 FEBRUARY 2014



**Europe Congress successfully held their 3<sup>rd</sup> annual MCE Central & Eastern Europe (CEE) in Budapest, Hungary earlier this year. The event is tailored to attracting MICE business for the CEE region. After careful consideration, Bucharest was chosen as the 2014 host city due to its vibrant metropolis that offers immense MICE potential both locally and around the country.**

The MCE Central & Eastern Europe forum is not only about promoting the host city and country. For the last three years, this event has brought many destinations and their quality suppliers from the entire CEE region. Having the ability to meet up with these securely selected, screened, qualified and reference checked planners from leading European agencies, corporate companies and large international associations assures the satisfaction of both parties and successful/effective business meetings during this one-stop-shop.

In addition to these pre-scheduled match-made one-to-one meetings, educational sessions by leading industry experts as well as networking and social events have been designed to help facilitate more intense business relationships. The variety within the event ensure that participants' brains remain active, so as to reach the best possible outcome for all.

Bucharest 2014 will see representatives from DMCs, PCOs, Event Management Companies, Convention Bureaus, Hotels, Hotel Chains, and Airlines etc. are meeting up with 150 meeting and incentive planners in the exclusive environment of the 5-star Radisson Blu Bucharest

– a truly marvelous setting offering world class comfort within an elegantly modern designed hotel.

In addition to Radisson Blu Bucharest being the host venue, Europe Congress has announced Romania Tourism and TAROM, the Romanian National Carrier, as event partners.

Alain Pallas, the CEO of Europe Congress stated *"It is a great pleasure to be able to host the event in Bucharest and Romania, realizing the great potential lying within"*. He emphasized, *"The fantastic support provided by the three announced event partners have shown that Bucharest and Romania are more than ready to materialize that potential. Our Event is focusing on a specific region, which helps planners to understand the opportunities as well and immediately assure quality contacts for their upcoming business"* Mr. Pallas continues, *"On the other side all providers know for sure that all planners have been screened and qualified for their interest in and business for the region, a win-win situation clearly"*.

Europe Congress has opened participation and hosted buyer's registration through their [website](#) and is looking forward creating yet another fabulous MCE CEE experience. ■

**Press Contact:** Michaela Beladova,  
Europe Congress

Phone: +420 226 804 071 / E-Mail:  
[m.beladova@europecongress.com](mailto:m.beladova@europecongress.com)

# trendEVENT EXPO

## to take place in Prague in October



trendEVENT EXPO, October 9 at Stará Čistírna Musuem in Prague Bubeneč, represents the largest gathering of event marketing professionals in the Czech Republic. This giant B2B meeting will attract event managers, marketing gurus, company and societal event planners, production specialists, agency representatives, trade industry journalists, service suppliers, hotel owners and other exhibitors.

The show will present new trends, networking opportunities, and special offers that will help attendees model, plan and make the most out of their own MICE events.

TrendEVENT EXPO is designed to assist active PARTNERS AND EXHIBITORS in displaying their portfolio of products and services, as well as target selected groups. Because of previous successes, trendEVENT EXPO has gained recognition as a “must attend” meeting, and increasingly MICE organizers and executors have added it to their schedule of events,” according to, trendEVENT EXPO director Pavel Hofrichter. To register for trendEVENT EXPO, go to [www.trendevent.cz](http://www.trendevent.cz).

TREND EVENT was conceived by FiremniAkce.cz, which facilitates event planning and personal networking events. ■



### DEFERMENT OF IT & CM INDIA 2013

*TTG Events regrets to announce that the 2<sup>nd</sup> IT CM India to be held on 20 to 23 August 2013 to be rescheduled to next year.*

## IT&CMA AND CTW ASIA-PACIFIC 2013

The World's Only Doublebill Event  
M.I.C.E. | Corporate Travel  
[www.itcma.com](http://www.itcma.com) | [www.corporatetravelworld.com](http://www.corporatetravelworld.com)

IT&CM Asia CTW  
Incentive Travel & Conventions, Meetings Asia-Pacific  
Corporate Travel World

**Over 700 MICE, Corporate Travel, Luxury Travel, Association and Corporate buyers have registered to be at this event in Bangkok – the World's top destination hotspot according to MasterCard's Global Destination Cities Index 2013.**

*The city surpassed even London, Paris and New York with total international visitor arrivals reaching close to 16 million, and is the only city among the top 5 to demonstrate the highest growth at about 10% for the year.*

### Largest Show To Date With 35% New Exhibiting Organisations For 2013

Come 1 to 3 October 2013, a total of some 600 buyers are expected to source at the event that boasts the largest showcase of Asia-Pacific MICE and Corporate Travel suppliers with an added luxury travel dimension.

The World's Only Doublebill Event In MICE and Corporate Travel will be celebrating its 10th year of co-locating IT&CMA and CTW Asia-Pacific with the largest show to date, where delegate numbers are expected to cross the 2,800 mark. This year's event will also be featuring 35% new exhibiting organisations on board.

Said returning buyer Ben Gosman, Managing Director of Free Style

from the Netherlands – who has participated at more than six IT&CMA and CTW Asia-Pacific events, “I look forward to discussing and exploring new experiences and business opportunities each time I attend. The promise of new exhibitors like with this year's show, and the ease of touching base with existing partners justifies why IT&CMA and CTW Asia-Pacific is a must-attend event for me.”

Debuting CVBs include India Tourism, Fukuoka CVB, Sapporo CVB and Tourism New Zealand, while first-time corporates include Federal Hotels International, Fujita Kanko, Globewerks Confex, Melia Hotels International, Panorama Convex, Safaris Adventures Travel and Cargo, Sentosa Leisure Management, Solar Empire and Winsor Suites Hotel Bangkok, amongst others. ■

# EIBTM Gears Up for 2013 Edition

## Why exhibit at EIBTM?

The 26<sup>th</sup> edition of EIBTM ([www.eibtm.com](http://www.eibtm.com)) will be hosted once again at the Fira Gran Via in Barcelona, celebrating 10 years in the award winning business and tourism destination. EIBTM 2013 will take place from 19<sup>th</sup> to 21<sup>st</sup> November, a week earlier than in previous years.



Companies interested in exhibiting at EIBTM 2013 ([www.eibtm.com](http://www.eibtm.com)) should contact their account manager or the sales team at [eibtm@reedexpo.co.uk](mailto:eibtm@reedexpo.co.uk) or on +44 (0) 20 8910 7711. Organisations who wish to exhibit as part of their destination should also contact the EIBTM Sales team who will be able to put them in touch with the appropriate Convention Bureau or National Tourism Organisation.



## Why visit EIBTM 2013?

As one of the world's leading trade shows, EIBTM is all about creating a platform for the global meetings and events industry to conduct business, attracting over 15,000 industry professionals each

year for three full days of focused business meetings, world-class education and networking opportunities.

Hosted Buyers and Trade Visitors attending EIBTM 2013 will benefit from two new central Piazza areas, which have been specifically designed to enhance the networking and relaxation element of the show. The Tapas Piazza, will offer a selection of traditional Catalan tapas, bringing a true 'Barcelona' feel to the event, and the other will serve champagne and seafood.

In addition to the exhibition, EIBTM 2013 will also see the second edition of the EIBTM Forum, which will take place on Monday 18<sup>th</sup> November. Open to all event attendees, the event will include a cutting edge keynote speaker and create a platform for networking, providing attendees with the opportunity to make new connections and be inspired ahead of the show.



In addition to showcasing some of the world's top meetings and events suppliers, and facilitating targeted business meetings, EIBTM will also provide a **thought provoking and engaging education programme**, aimed at meetings industry professionals of all levels, who are looking to further their personal development within the industry. Led by some of the world's most influential industry experts, the sessions and seminars cover a wide variety of topics ranging from the latest trends and developments, to practical takeaways on improving your industry skills (details to be announced later this year).

EIBTM 2013 will also host an innovative show floor feature area which includes speaker presentations and a demonstration area where exhibitors and buyers can experience and interact with the latest in cutting-edge technology and events services available in the market. For more information visit [www.eibtm.com/technology](http://www.eibtm.com/technology). To find out more about attending EIBTM as a Hosted Buyer or a Trade Visitor visit [www.eibtm.com/en/Visit/Ways-to-Visit-EIBTM/](http://www.eibtm.com/en/Visit/Ways-to-Visit-EIBTM/). Join EIBTM on [Linked in](#), [Twitter](#) and [Facebook](#). ■



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THE GLOBAL MEETINGS &  
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19 - 21 November 2013 • Barcelona, Spain

# IT & CM China welcomed more Chinese buyers

■ By Zuzana Adamson



Since 2007, the IT & CM China trade fair, at Shanghai World Expo Exhibition and Convention Centre has established itself as one of China's premier MICE events. This year's show with its traditional slogan „Promoting China to the World and the World to China,“ between April 17 and 19, was no exception.

This year's show revealed many important new trends. The most important was probably the fact that the number of Chinese buyers has increased, reaching some 65 percent of all the invited buyers. It also became clear that Chinese buyers are increasingly interested in diverse MICE destinations. As the power of „achat“ grows, buyers are more likely to organize MICE events for Chinese clients abroad. For these reasons we can easily envision new international destinations such

as Brussels, Los Angeles or the Philippines extending the welcome mat to Chinese MICE groups. In addition, we predict strong growth in Chinese cities as Dalian, Guilin and Xiamen.

International buyers representing 37 countries were in abundance at the show, with the largest delegations coming from India (12 people), Ukraine (10), Australia (9) and Singapore (9). Efforts by event organisers to have consistently new buyers paid off, with a 60 % new buyers of all the hosted delegates.



IT & CM China 2013 welcomed about 3,000 professionals, including DMC's, PCO's, corporate travel and associations, buyers and media delegates. The number of exhibitors was 700. Hosted delegates numbered more than 400 and the number of business meetings reached some 10,000. ■

## Malaysia will host the ATF Forum in 2014

ASEAN Tourism Forum (ATF) is a cooperative regional effort to promote the Association of Southeast Asian Nations (ASEAN) region as one tourist destination where Asian hospitality and cultural diversity are at its best. This annual event involves all the tourism industry sectors of the 10 member nations of ASEAN: Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam. Last year, more than 80 million tourists visited Southeast Asia.

Each year, the hosting of ATF is rotated among the member countries. ATF 2013 hosted in Lao PDR marked the 32nd anniversary of this event since its inauguration in Malaysia in 1981. The country and its host city Vientiane welcomed over 1,600 delegates which includes some 150 ASEAN tourism ministers and officials, 800 ASEAN exhibitors, 400 international buyers, 150 international and local media as well as 100 tourism trade visitors.

Based on the alphabetical order, in 2014, it is Malaysia who will host the ATF. The 33<sup>rd</sup> ATF will take place from January 16 to 23 in the Malaysian state's Sarawak capital Kuching. The theme of the event is „Asean – Advancing Tourism Together.“ Sarawak, home to the world's oldest tropical rainforest believed to be millions of years old, is a major destination for environmental tourists.

„We chose to host ATF in Sarawak as we would like to give the destination greater exposure. It has great ecotourism products and good infrastructure for MICE. By organising ATF there, we hope to showcase the destination's natural beauty, infrastructure for business events and diverse tourism products to those looking for adventure, heritage and culture,“ Malaysia's Minister of tourism, Ng Yen Yen said.

The minister also said excursions and post-show tours to East and Peninsular Malaysia would provide an opportunity for ATF delegates to witness the development in the country since 2005, when Malaysia last hosted the rotating annual event in Langkawi. ■

# MICE EXPOSITIONS 2013/2014

## 2013

- 20 – 22 AUGUST IT & CM India Incentive Travel Conventions, Meetings  
Kempinski Ambience Hotel Delhi, INDIA ..... [www.itcmindia.com](http://www.itcmindia.com)
- 17 – 20 SEPTEMBER MIBEXPO and Luxury Travel Week – Matiw  
Moscow, RUSSIA ..... [www.mibexpo.ru](http://www.mibexpo.ru)
- 1 – 3<sup>rd</sup> OCTOBER  IT & CMA – Incentive Travel & Conventions,  
Meetings Asia/CTW – Corporate Travel World  
Bangkok, THAILAND ..... [www.itcma.com.sg](http://www.itcma.com.sg)  
..... [www.corporatetravelworld.com](http://www.corporatetravelworld.com)
- 9 OCTOBER  TrendEvent  
Muzeum Stará Čistírna, Prague, CZECH REPUBLIC ..... [www.trendevent.cz](http://www.trendevent.cz)
- 15 – 17 OCTOBER  IMEX America  
Las Vegas, USA ..... [www.imexamerica.com](http://www.imexamerica.com)
- 4 – 7 NOVEMBER WTM  
London, UK ..... [www.wtmlondon.com](http://www.wtmlondon.com)
- 19 – 21 NOVEMBER  EIBTM The Global Meetings and Incentives Exhibition  
Barcelona, SPAIN ..... [www.eibtm.com](http://www.eibtm.com)

## 2014

- 22 & 23 JANUARY CONVENTA  
Ljubljana, SLOVENIA ..... [www.conventa.si](http://www.conventa.si)
- 16 – 19<sup>th</sup> JANUARY GO and REGIONTOUR,  
Brno, CZECH REPUBLIC ..... [www.bvv.cz/go](http://www.bvv.cz/go)  
..... [www.bvv.cz/regiontour](http://www.bvv.cz/regiontour)
- 16 – 23 JANUARY  ATF – Asean Tourism Forum and TRAVEX  
Kuching, Sarawak, MALAYSIA ..... [www.atf-malaysia.com](http://www.atf-malaysia.com)
- 9 – 11 FEBRUARY  MCE CEE  
Bucharest, ROMANIA ..... [www.europecongress.com](http://www.europecongress.com)
- FEBRUARY  EventExpo  
Bratislava, SLOVAKIA ..... [www.eventexpo.sk](http://www.eventexpo.sk)  
..... [www.eventexpo.cz](http://www.eventexpo.cz)

**LIST OF**

5 – 9 MARCH	ITB Berlin, GERMANY ..... <a href="http://www.itb-berlin.de">www.itb-berlin.de</a>
5 – 9 MARCH	ITB Berlin Convention Berlin, GERMANY
17 MARCH	<b>MICE CEE is Media Partner</b> INTERNATIONAL M.I.C.E. FORUM Moscow, RUSSIA ..... <a href="http://www.miceforum.ru">www.miceforum.ru</a>
11 – 13 MARCH	<b>MICE CEE is Participant</b> CONFEX London, UK ..... <a href="http://www.international-confex.com">www.international-confex.com</a>
19 – 22 MARCH	MITT Moscow, RUSSIA ..... <a href="http://www.mitt.ru">www.mitt.ru</a>
24 – 26 MARCH	GIBTM Gulf Incentives, Meetings and Business Travel Exhibition Abu Dhabi, UAE..... <a href="http://www.gibt.com">www.gibt.com</a>
26 – 28 MARCH	UITT Conference MICE UKRAINE Kiev, UKRAINE ..... <a href="http://www.uitt-kiev.com">www.uitt-kiev.com</a>
15 – 17 APRIL	<b>MICE CEE is Hosted Media</b> IT&CM CHINA Incentive Travel and Conventions, Meetings Shanghai, CHINA ..... <a href="http://www.itcmchina.com">www.itcmchina.com</a>
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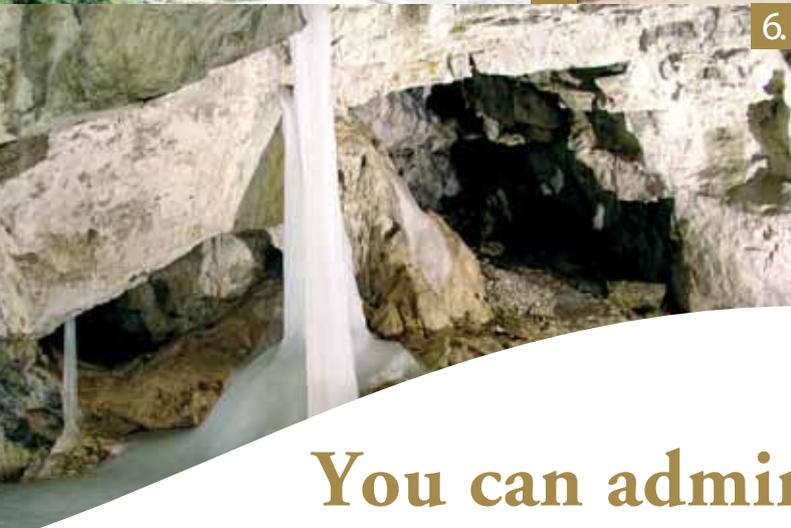


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