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MICE

CENTRAL & EASTERN EUROPE





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Ladies and Gentlemen, Dear Friends,



I am delighted, as a Deputy Prime Minister of the Czech government and a Minister whose mandate includes the development of tourism in the Czech Republic, to invite you to our country, which is steeped in rich tradition and history, and is one of the most sought-after tourist destinations in Europe.

The tourist potential of the Czech Republic is immense. Some of the world-renowned and oft-visited locations in our country include various spas, such as Karlovy Vary or Mariánské Lázně, famous not only for their rich history and the high standard of their treatment procedures, but also for being important cultural and social centers. The capital Prague is considered to be one of the most prominent European cities thanks to its unique allure and atmosphere. Nevertheless, there are plenty of other attractions elsewhere in the country that are part of our cultural and historical heritage, our natural treasure.

Tourism is generally regarded – taking into consideration its multiplying effect – as the industry of the future. This is also the case in the Czech Republic, where tourism is one of the fastest developing industries in our economy, which increases the state budget revenues considerably and at the same time influences the development of particular regions in which the vast majority of tourist activities take place.

According to the latest surveys, the MICE tourism is one of the most important and at the same time effective growth segments in the Czech Republic and requires a wide spectrum of top-level services and a proactive approach from all of the regions of our country. Events that are part of congress or incentive tourism significantly boost the attractiveness of tourism in general. It is in our interest that this area of tourism is developed in the Czech Republic, not only in our capital Prague, where most of the events of congress tourism take place, but also in other regions of our country, to which I cordially invite you.

Jiří Čunek

Deputy Prime Minister

and Minister for Regional Development

A CzechTourism information centre, where you can get all necessary information and promotion materials about the Czech regions, is located in the historical building of the Ministry For Regional Development on the Old Town Square.





Go Czech

DEAR COLLEAGUES,

Autumn has arrived and I am pleased to present the new issue of our MICE CENTRAL and EASTERN EUROPE magazine - GO CZECH REPUBLIC. Prague has achieved 8th ranking in ICCA's top destinations according to the number of congresses held in 2006, proving that it is already a well-known congress location. It is therefore timely to promote other Czech regions that provide very good conditions for MICE purposes. Have you ever organised a conference in Pilsen and made a visit to the Prazdroj brewery, which is one of the top breweries in the world? Do you know Brno, which hosts the travel industry trade fairs GO and REGIONTOUR? Did you know you could enliven your meetings with adventure and romanticism in the magnificent chateaux and castles of the Slovácko Region?

I hope you will enjoy exploring the Czech Republic through the pages of our magazine. If you would like to receive the previous issue free of charge and delivered directly to your office, please do not hesitate to contact us. Moreover, as of October you can also visit our new website, where you will find a wealth of other interesting information: www.mice-cee.com

We hope you enjoy our publication.

Sincerely,

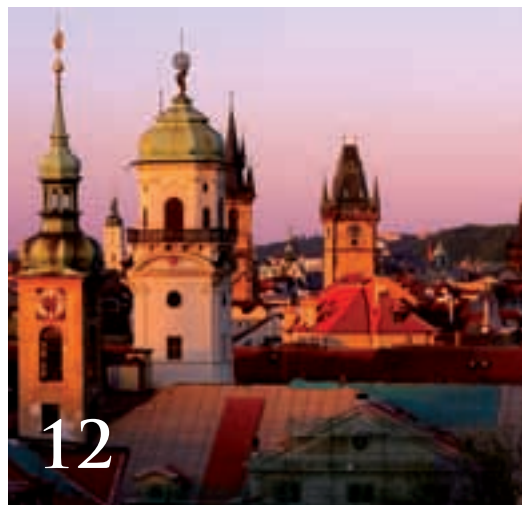
Zuzana Adamson PhD

Publisher

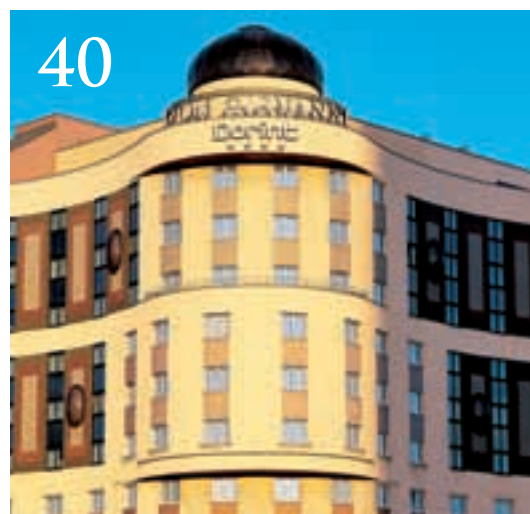
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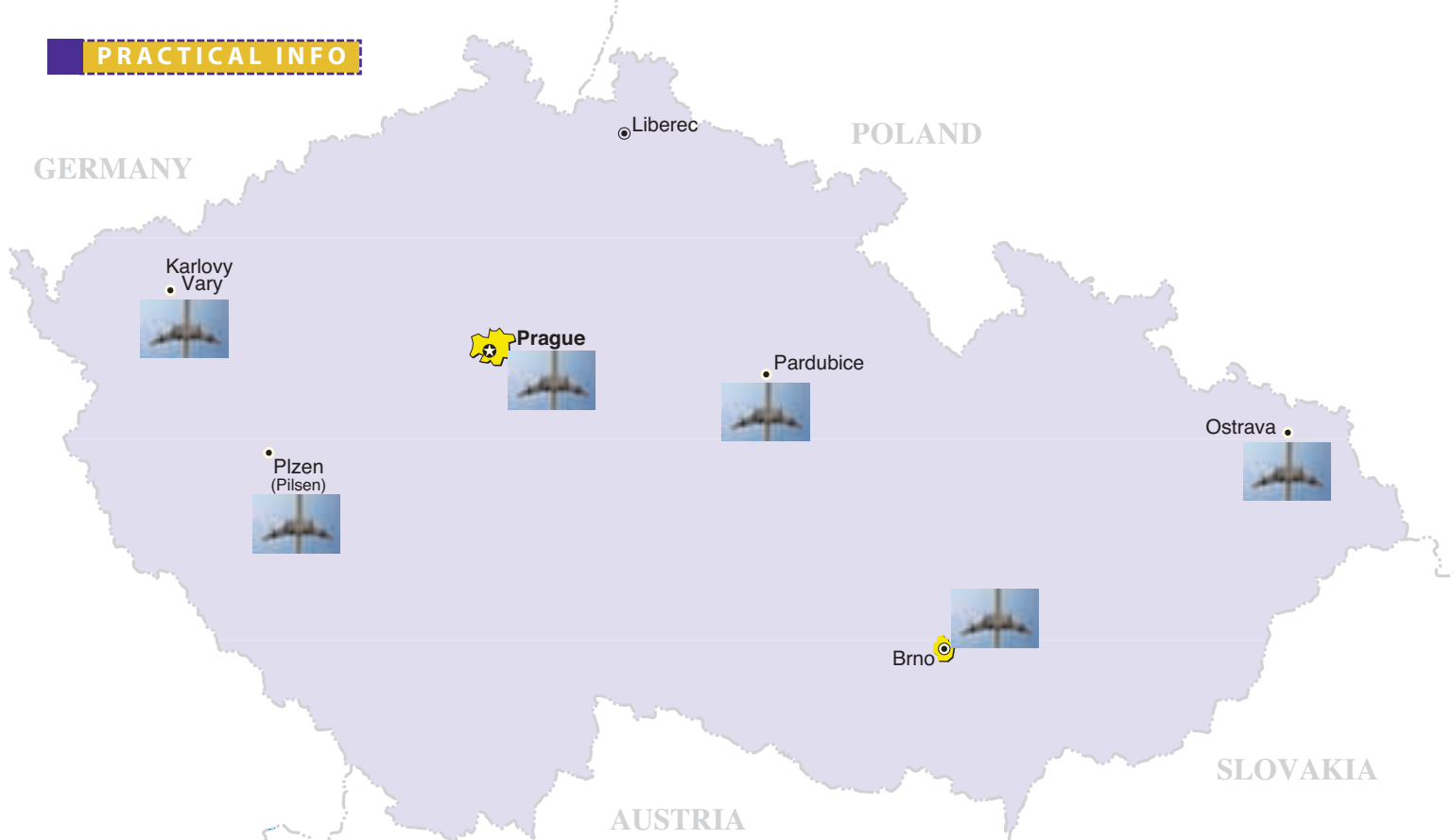


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Our business is nature - friendly. When you have finished with this magazine, please recycle it.



AREA AND LOCATION

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

BORDERING COUNTRIES

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

CITIES

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

CLIMATE

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

AREA CODE

+420

CURRENCY

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

DISTANCES

Prague is situated 340 km from Berlin, 290 km from Vienna,

336 km from Bratislava and 535 km from Budapest.

IMPORTANT TELEPHONE NUMBERS

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

INTERNATIONAL AIRPORTS

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

LANGUAGE

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

MOBILE OPERATORS

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

NATIONAL HOLIDAYS

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

VACCINATION

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

POLITICAL SYSTEM

Parliamentary democracy.

POPULATION

10,200,000 inhabitants.

POWER NETWORK

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

PRESIDENT

Václav Klaus since 2003, elected for 5 years.

RAIL TRANSPORT

The international and national rail network: www.cd.cz

ROAD TRANSPORT

BUS: www.studentagency.cz, www.eurolines.cz
RENT A CAR: www.hertz.cz, www.holidayautos.cz

SMOKING

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

TAXIS

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

TIME

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

THE ECONOMY

In the first quarter of 2007, the Czech Republic's gross domestic product (GDP) increased by 6.1 per cent. Just for comparison, the GDP in the EU-27 countries rose from 1.6 per cent year-on-year to 3.2 per cent in the first quarter of 2007, according to an estimate by Eurostat. In Slovakia GDP increased by 9 per cent, in Poland by 6.8 per cent, in Germany by 3.6 per cent, in Austria by 3.2 per cent and in Hungary by 3.1 per cent. According to August 2007 statistics, the average salary in the Czech Republic amounts to a little above 700 EUR per month, while the prices of products and services in some places (Prague) are on par with the European average.

In 2006, GDP increased by 6.1 per cent, and thus demonstrated the same pace of growth as in 2005, though

particular components played a different role in the increase of the economic result. In 2005, the key role was played by an improvement in exports, while in 2006 it was final consumption expenditure and gross capital formation. With regard to autonomous demand, investment was aimed at vehicles, engines and machinery. On the supply side it was the manufacturing industry, with its growth of 14 per cent. The biggest business partner of the Czech Republic is Germany ■



TRAVEL INDUSTRY STATISTICS

According to the statistics for the first half of 2007, the number of visitors to the Czech Republic increased by 4 per cent in comparison with the same period in the previous year. Most traditionally come from Germany, Great Britain and Italy. Though visitors from Slovakia, Poland and Austria arrived in greater numbers than in the previous year, the sharpest rise was in the number of visitors from Russia, which increased by almost 40 per cent, putting Russia in fourth place after Italy.

Of the 6.6 million tourists that visit the Czech Republic each year, approximately 1.6 million are from Germany. Young Britons are losing interest in Prague and instead fly further east for their alcohol and sex-fuelled stag parties. Consequently, the number of these visitors dropped

sharply, by more than 8 per cent. Nevertheless, more older British couples and families with children started to arrive. Nearly 2 million tourists visited Prague during the first half of 2007, a 5.6 per cent increase when compared to the same period in the previous year. The most popular region after Prague was the spa region of Karlovy Vary, attracting 4.5 per cent more visitors than in the preceding period. The number of visitors in the Southern Moravian Region increased by 10 per cent in comparison to last year, followed by the Hradec Králové Region and the South Bohemian Region. Prague is already famous, therefore state institutions are now trying to promote other regions, which boast many hidden gems, whether it be monuments or brand new conference centres ■

PRAGUE BIDS TO HOST THE 2016 OLYMPIC GAMES

The Prague Mayor, Pavel Bém, and the President of the Czech Olympic Committee (ČOV), Milan Jirásek, have submitted an official application for the Summer Olympic Games in 2016. The International Olympic Committee (IOC) in Lausanne has to receive all applications by 13th October, 2007 and all the participating cities will subsequently be revealed. The IOC President, Jacques Rogge, announced in July 2007 that the following cities are bidding for the Olympic Games: Chicago, Rio De Janeiro, Tokyo, Madrid, Baku and Doha. The winner will be chosen in Copenhagen on 2nd October, 2009.

The question of whether the Olympics should be held in Prague has provoked heated debates. The Mayor leads those who welcome and promote the Olympics, but part of the City Council opposes the bid, claiming that, thanks to the extensive financial and investment preparations, the Czech Republic will not have enough funds for other, more important things, such as health insurance or much needed pension reform. There is also a justified fear of possible corruption in the construction of the Olympics infrastructure.

But those in favour of staging the Olympics in Prague, and those who are against, agree on one point: an event of such magnitude should not take place only in the capital, but also in other regions of the Czech Republic ■

CHARLES BRIDGE CELEBRATES ITS 650 YEARS

During your visits to Prague, you have probably noticed that the history of the city, is strongly connected with the occult and the astrological tradition. This is also the case with Charles Bridge, one of the most distinctive Prague sights, which is celebrating 650 years since the laying of its foundation stone.

Prior to the construction of the bridge, the famous Czech king and Roman emperor, Charles IV, summoned his court astrologers in order to calculate the ideal date for laying the foundation stone; a date that would bring fame and immortality to the bridge and would magically attract the whole world. "D-Day" was set for 9 July, 1357 and THE hour was set at 5 hours and 31 minutes. Notice the magical numerical combination of 1 3 5 7 9 in an ascending and descending order, where the number 9 – a magic number that stands for the ideal, perfection and the music of the spheres reaching into the world that exists beyond ours – is positioned exactly in the middle of this combination. Today, 30,000 people pass over the bridge every day.



In connection with its 650th anniversary, a new Charles Bridge Museum has been opened, and can be found by the Old Town Bridge Tower. Address: Prague 1, Křižovnické náměstí 3.

The reconstruction of the bridge commenced in August 2007 and will be in progress for approximately 1,029 days – almost 3 years. Nevertheless, if you are planning a visit, don't despair: "Charles Bridge will be reconstructed without being shut down thanks to the so-called chess-method. This will enable visitors to watch the reconstruction works. A four-metre corridor will be designated for pedestrians," town hall representative Milan Richter explained. Thus, we can look forward to a sort of "happening in progress" ■

REPUBLIC SQUARE (NÁMĚSTÍ REPUBLIKY), Prague: a super-luxurious district



▲ Palladium, new shopping centre

A new hotel will be built in the centre of Prague 1 near the new large Palladium shopping mall. After the reconstruction of two older Prague buildings the CIMEX group, which encompasses the biggest Czech hotel chain, OREA hotels, wants to build a new 4-star hotel with 80 rooms. The hotel should have an intimate atmosphere so will complement rather than compete with the nearby large Hilton hotel. Many luxury hotels are situated in this attractive Prague 1 location: in August 2007 the 5-star Imperial Hotel opened, with its magnificent large Art Nouveau café reminiscent of the Paříž hotel. It almost neighbours hotels belonging to the French group, Accor hotels, for instance the 4-star Mercure. On nearby Na Poříčí Street, the Harmony Hotel is located, and in neighbouring Biskupská Street, the 4-star Best Western Hotel. The 4-star Opera Hotel, built in Art Nouveau style, and the Hilton, a popular congress destination, are situated in the vicinity. Turning

back onto Na Poříčí Street, you reach the 5-star Paříž Hotel, one of the most beautiful hotels in Prague, which recently appeared in director Jiří Menzel's film *I Served the King of England*, an adaptation of the famous book by Bohumil Hrabal.

From the other side, in V Celnici Street, the 5-star Marriott and Renaissance hotels can be found. Booking accommodation in this part of the city is probably the most convenient option for your stay as you are right in the heart of the historical centre, near the Old Town Square and at the same time, thanks to the Palladium complex, also in a modern environment where everything is at hand. The extensive new Palladium complex, the largest entertainment-shopping centre in Central Europe, should open in autumn. Offices and conference premises are also part of the complex. And can you guess what will be built opposite it on Republic Square? That's right - another 5-star hotel, of course. ■

AIR TRAVEL

A survey rates Prague Airport as the best in CEE

Prague Airport was voted best airport in Central and Eastern Europe for 2007 in the "World Airport Awards". The prize is awarded by the British company Skytrax, based on the votes of millions of passengers who evaluated airports in various regions according to more than 40 criteria: the cleanliness of the terminals, the availability and professional approach of staff, etc. Another important criterion for evaluation was the length of waiting time for departures.

5.58 million passengers in six months

The number of passengers passing through Prague Ruzyně Airport in the first half of 2007 increased year-on-year by 9 per cent to a whopping 5.58 million passengers. The number of arrivals and departures increased by 6 per cent to 84,000. The airport estimates that over the course of 2007, it will have transported 12.4 million persons.

New routes from Prague – Ruzyně Airport

DELTA Airlines launched a direct route from Prague to Atlanta, USA in May 2007, operating five flights per week.

The low cost airline easyJet is launching a new Prague – Belfast

route in autumn 2007, operating four flights per week: on Monday, Thursday, Friday and Sunday. The number of routes operated by easyJet will consequently expand to 10: Belfast, Basel, Bristol, Dortmund, Newcastle, Nottingham, East Midlands, Milan, London Gatwick and Stansted and Geneva.

The low-cost airline SkyEurope is to operate a flight from Prague to Bratislava starting from its winter timetable. This connection was considered in the past, but will now definitely be launched in autumn 2007.

SkyEurope will operate two daily flights to Bratislava. A low-cost connection between Prague and Bratislava has been lacking – the only airline operating a flight between the Czech Republic and Slovakia used to be the Czech Airlines ČSA.

As of June 2007, KD AVIA Airlines is operating flights from Prague to Russia four times a week to the following cities: Kaliningrad, St. Petersburg, Moscow, Ufa, Samara, Kazan, Niznij Novgorod, Volgograd, Tyumen, Celjabinsk, Omsk and Astana (Kazakhstan).

Ostrava to operate 12 routes

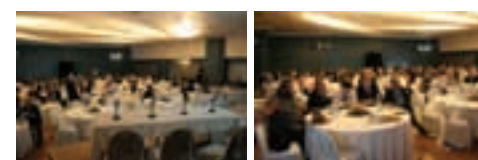
The Moravia-Silesia Region is trying to kick-start the development of its air travel from Mosnov Airport, situated near Ostrava, with 12 new international routes. In 2008, flights to Brussels, London, Moscow and Amsterdam will be inaugurated and 8 other routes should start operating by 2010.

www.prg.aero

At the Crossroad of Your Gatherings

At Prague Airport, voted the best airport in Central and Eastern Europe in 2007

Invite your most respected guests to Prague Airport's Congress Hall. There is no need to waste a minute more after arrival or before departure. The Congress Hall is situated in the public area of the airport terminal. All airport services, spacious car parks included, will be available upon request. When the meetings are over, you will be only few metres away from four luxurious hotels and a shopping centre. Do you know of a better place for gatherings?



For further information please contact marcela.rytirova@prg.aero

The Czech Republic is a great MICE destination

We asked several professionals active in the MICE travel industry about the events they organised recently, the challenges that arose during these events, the feedback that followed and what proved most popular as an accompanying programme. Here you can read their interesting answers and let yourself be inspired. Do you already know which destination to choose for your next congress or incentive trip?

■ **By Jana Collins**



Aleš Pejsar,
Marketing Manager,
AIMS Prague

Our Austria-based company organises 700 events every year

all over the world, of which about 100 take place in the Czech Republic. Incentive accounts for 60 to 70 per cent of our business, aimed at predominantly English, Spanish and Italian-speaking clients.

We have a strong portfolio of events organised for governmental institutions, including the NATO Parliamentary Assembly in 2003, repeated the following year in Bratislava, and the NATO Parliamentary Assembly in Portugal in 2006. These events are very demanding and the emphasis is put on security and protocol.

Our company also organised the Microsoft Government Leaders Forum with Bill Gates, where the importance was put on the security and logistics of the event. I can tell you that on the contractor's side everything was prepared with extreme precision, it wasn't a last-minute event at all and took at least a year to arrange, which is not the usual practice.

I was surprised by the size of the contractor's executive team. There were dozens of people, each responsible for a specific task: one for the dinner at Prague Castle, another for the Intercontinental Hotel, etc.

The event itself was attended by 450 participants, each of them a VIP guest. After their arrival at Ruzyně Airport, each of the guests was transferred to their hotel by limousine. Around 20 hostesses went to greet the guests from the

plane. The whole process, which involved greeting all the guests, getting them to the VIP lounge where they received refreshments and subsequently taking them to the hotel in limousines, was slightly more demanding. The Hilton Hotel was selected and the Intercontinental Hotel was chosen for the parallel programme.

The choice of an accompanying programme is influenced by the nationality of the guests. Spanish guests, for instance, prefer a completely different kind of accompanying programme to the English. Prague is definitely the most preferred location in the Czech Republic, which is a well-known fact: it accounts for 90 per cent of the MICE market. Visitors are interested in the historical heart of the city, its culture and recent development. The accompanying programme differs according to the nature of an event.



Martina Ševčíková,
MICE and LCR Sales
Manager, Dorint Hotel
Don Giovanni Praha

We hosted several conferences for Czech and international companies last year. Some of them were for our regular clients who return several times a year for smaller training courses and seminars, but we also managed to gain new clients. Our hotel disposes of 18 assembly rooms with an overall capacity of 1,400 square metres that can accommodate up to 450 guests in its largest hall, which is an ideal place for organising workshops, exhibitions and trade fairs.

In May we successfully organised a conference for the Hornbach company that lasted for several

days and was attended by more than 150 representatives from all over Europe; in April we hosted a large event for the pharmaceutical company Boehringer Ingelheim. Apart from providing accommodation and conferences, it was also necessary to offer transfers and accompanying programmes. Welcome cocktails, gala dinners and social meetings are usually part of those conferences that last for more days, therefore we enable our guests to organise these events directly in our hotel.

Most of our clients leave our hotel satisfied, not least because they have visited Prague and our hotel several months prior to the conference in order to have a look at the premises and plan the course of the event in detail, which is one of the crucial conditions of a successful event. Above all, our clients tend to appreciate our employees' flexibility, as they are able to cater for unusual requests. Our clients also acknowledge the flexibility of our conference premises, which thanks to their movable walls, can be instantly refashioned into smaller halls or prepared for a gala evening. The Hotel Dorint Don Giovanni is also popular because of its excellent cuisine.

And what should you visit in Prague? It depends on the occasion of the particular event and the accompanying programme should reflect this. If the majority of attendees are visiting Prague for the first time, they should see the traditional sights of the city. Those guests who already know Prague will appreciate trips into other regions and lesser known towns. Because our hotel was named after a famous Mozart opera, we provide a special package for our guests that includes trips to the theatre and to Bertramka – the location of Mozart's Prague residence.



Miloš Vajner,
*Representative of the
Babylon Centre
Liberec, a. s. and the
JEŠTĚD Association*

In the Babylon Centre in recent months meetings have taken place of companies such as AQUEL BOHEMIA, ČEZ, ČSOB, HENKEL ČR, JOHNSON CONTROLS, PHILIP MORRIS, SIEMENS, ZENTIVA, ŠKODA AUTO... , alongside various social and sporting events, including MISS EUROPE-JUNIOR 2005 and the 2007 European Pool Championships. The prestigious World Ski Championships in Liberec are scheduled for 2009 and the Babylon Centre, with its thousand beds, will become the main residence for the sportsmen and women and the organisers.

The Babylon Centre differs from the traditional thanks to its blending of the serious with the entertaining. So it's not unusual to stage a party in the middle of a fun-fair where prominent doctors can rediscover their childhood by driving electric cars in an autodrome, race on motorbike simulators, fight in laser games or try to see how long they can ride a bull in a rodeo. Events can also be organised in the amusement and educational iQpark, which is the first interactive science centre in the Czech Republic. The aquapark, with its water-jets, chutes and many other features, is at the guests' disposal and they can dive for coins, organise team-building games and competitions or simply relax in the wellness centre.

The Babylon Hotel is one of the top ten largest hotels in the Czech Republic. It is also the biggest hotel in the Czech Republic situated outside of Prague, while the Babylon Centre is the biggest entertainment and social complex located under one roof. In the environs of Liberec, you can find beautiful, picturesque countryside, mountains, ski resorts, an aquapark, a zoo, golf courses and countless ways to combine business meetings with active leisure inside or outside the centre. It is both attractive for tourists and ideal for MICE purposes, especially for those who want to enjoy themselves.

Liberec is convenient because of its easy accessibility from a highway that leads from the capital, Prague, and because of its proximity to the border with Germany, from where an increasing number of guests are coming. The organisers of congresses have also discovered

another reason why to organise a conference outside of the capital. It is a fact that in smaller regional towns, the participants will not drift off to their offices or friends and will devote more time to themselves in their free time.



Stanislava Cholevová,
*Director of Sales
&Marketing, Holiday
Inn Prague Congress
Centre*

Why the Czech Republic? Why Prague?

Prague is a very attractive destination for MICE tourism for many reasons. Firstly, it offers guests plenty of entertainment activities after events: a rich cultural life and services for free time such as restaurants, relaxation and sports. The historical attractiveness of the place, the "genius loci of old Prague" is another reason for Prague's appeal. Furthermore, groups can make use of additional services – spas, golf or active hiking. In addition, the Czech Republic ranks as one of the safest of destinations and another advantage is its location in Europe's centre and its easy accessibility (by air, road and rail). The conference premises that are situated in Prague, especially the Prague Congress Centre and the Sazka Arena, comply with international quality standards. The number and quality of accommodation facilities and their good price in comparison to most of the congress destination competition are very attractive too (the ratio of value to price – a good quality of events for the money expended).

When talking about the Czech Republic, Brno, for instance, has great potential thanks to its ample conference and accommodation facilities of a corresponding quality. A further draw is the option to organise an event in one of the historical castles and chateaux of the Czech Republic such as Nelahozeves, Štířín, Zbiroh and others.

The Hotel Holiday Inn Prague Congress Centre, as its name denotes, is situated in the immediate vicinity of the Prague Congress Centre and because of this we can participate in virtually all the important congresses that take place in the PCC. What is more, the hotel is connected to the congress centre through an underground corridor, enabling easy access.

We recently started a new service that has proved very successful – Thai massages.

SPECIFICITIES OF THE CZECH NATION

"Czechs were once the 10th industrial power in the world. Democracy flourished under Tomas G. Masaryk and the country seemed to have the rosiest future of the Slavic lands. This fine progress was rudely interrupted by the German intrusion into Sudetenland in 1938 and by the Russian occupation from 1945 to 1989. During the presence of Soviet troops, the Czechs offered only passive resistance until Alexander Dubcek, who attempted to develop "socialism with a human face". This audacity produced the Prague Spring of 1968, which was quickly crushed by Russian tanks.

After the departure of the Soviets, Czechoslovakia wrestled with its internal problem—the growing schism between Czechs and Slovaks. The separation, as might have been foreseen, was civilized and bloodless (in stark contrast to the bloodletting in the former Yugoslavia). Czechs and Slovaks put their house in order in a manner not unlike that of the Portuguese in their 1974 revolution. The election of a playwright and poet –Vaclav Havel – to the Czech presidency crowned this serene political development.

The Czechs have had gnawing problems adjusting to a market economy. Nearly 50 years of being directed by the Soviets had left of lassitude and avoidance of responsibility that is also observable in other former communist states. Soul-searching in the Czech Republic is as pervasive as it is in more fortunate countries such as Norway and the Netherlands. The search for Czech identity goes on. Given the many skills and the high level of education of the Czech people, there is a high probability that it will be a creditable and inspiring one. This cultural classification is linear-active, data-oriented (see Chapter 3 for an explanation of these terms)." ■

Richard D. Lewis:

"WHEN CULTURES COLLIDE: LEADING ACROSS CULTURES: THE CZECH REPUBLIC"

Boston, London, Nicholas Brealey Publishing (1996, 1999, 2006).

Prague has become a renowned MICE destination and, according to the ICCA statistics, it was 8th in the rankings of cities with the highest number of organised congresses. Only two other Central European cities were placed above Prague in the TOP TEN: the undisputable winner was Vienna, with Budapest in 6th place. Nevertheless, everything can change in the future.

■ *By Zuzana Adamson*

DOBŘÍ DEN

to Magical Prague!

Prague is world-famous for its unique magic and musicality and the business and state sectors have joined forces to do everything to ensure that a constantly improving congress infrastructure complements its historical attractions. This magical city, located in the heart of Europe, currently has about 30 five-star and 200 four-star hotels with a total of 25,000 beds. The largest congress space is the Prague Congress Centre, which accommodates up to 9,000 participants and is interconnected with the Holiday Inn Hotel, making it very convenient for participants, because almost everything is in one place.

Luxury five-star hotels are situated in the historical centre, so visitors can soak up the ambience of the sights and the hundreds of towers. In 2006, probably the most luxurious Prague hotel - the Mandarin Oriental Hotel in Malá Strana – was opened, offering 99 rooms, including 12 exclusive suites. It originates from a building belonging to a former Dominican Monastery and disposes of a terrace that offers a magnificent view of Prague Castle. It also has a 490-square-metre spa on site with numerous holistic procedures and treatments



for the relaxation of guests and is ideal for smaller groups.

The Crowne Plaza chain has also opened a new hotel in the beautiful environs of the Strahov Monastery with 138 rooms and 10 luxury apartments, which have one interesting advantage that is fairly unusual in Prague: there are fast-boiling kettles available for guests who can make themselves coffee or tea. All the major sights are situated within walking distance of the hotel.

Apart from the historical city centre, which traditionally attracts visitors to Prague, congress and conference hotels are also being built in other parts of the city. In Vysočany, for example, where the Sazka Arena (primarily used for music concerts, with a capacity of up to 17,000 persons) is situated, CPI Hotels is building its new four-star hotel, the Clarion Congress Hotel Prague. It will have 4,000 square metres of congress space with a seating capacity of 2,500, making it one of the biggest congress hotels and centres in the capital. This formerly working-class district on the outskirts of Prague is fast becoming a modern city, with new residential apartments and the Fénix shopping centre, which will be interconnected with the the hotel.



Vysočany, as with other Prague districts, is trying to follow in the footsteps of the legendary Smíchov district in Prague 5, near the Andel metro station, whose development saw it turn almost overnight from a poor and run-down ghetto into an ultra-modern centre of entertainment and luxury. Top of the range hotels such as the Angelo Hotel, Andel's Suites and Andel's Hotel, which is a part of the Vienna International Hotels and Resorts, are located in this area. Poems by eminent Czech and foreign authors are inscribed on the glass walls of the modern commercial buildings that were designed by the French architect Jean Nouvel. Poetry, in the end, is an intrinsic part of Prague. After an arduous conference or congress, you can explore the historical centre where you are bound to stumble across something that will surprise you: a cosy restaurant, narrow streets with statues scattered along the way or a romantic park with a garden where you can indulge in a real Czech beer under blooming chestnut trees.



The TOP Hotel is perhaps the biggest congress hotel in Central Europe and in no way suffers because it is located away from the centre of Prague. On the contrary: private planes can land on its 9-hectare grounds and you can also enjoy a Japanese garden with a singing fountain as well as

tennis courts. The congress centre disposes of approximately 5,000 spaces with 1,240 rooms, 7 restaurants, 4 bars and winter terraces. The hotel's proximity to the Letňany exhibition area, which is the largest exhibition space in Prague with its 35,000 square metres of exhibition premises, is another advantage. The Prague Hilton Hotel is also popular and offers a 3,000 seating capacity for congresses and accommodation for 1,350.

Apart from congress hotels, Prague also offers several five-star hotels that are suitable for hosting smaller events, such as the Four Seasons, Le Palais, the President or the Alchemist. In short, if you are organising a congress, a smaller conference or an incentive event, there is certainly plenty to choose from ■

TOP 8 ICCA 2006			
CITIES		COUNTRY	
Vienna	147	USA	414
Paris	130	Germany	334
Singapore	127	UK	279
Barcelona	103	France	269
Berlin	91	Spain	266
Budapest	86	Italy	209
Soul	85	Brazil	207
Prague	82	Austria	204

BEHAVIOR AT MEETINGS AND NEGOTIATIONS

“Czech negotiations are contemplative, practical and rational. They do not like confrontation and pride themselves on their flexibility and adaptability. They have a gradualistic approach to problem solving, not unlike the Dutch and Belgian styles. Decisions can be deferred until tomorrow, but not indefinitely. Czechs are serious, even moralistic, but they show flashes of creativity and unpredictability. They like to think of themselves as entrepreneurs, and there are now a very large number of registered, small companies. They believe that sound procedures are good for business and seek common ground with partners, just as Germans too. Their love of structure, regulations and incremental planning makes them poor at handling chaos.” ■

MANNERS AND TABOOS

“Czechs still adhere to old-fashioned concepts of formality and chivalry. Although they show less gallantry toward women than the Poles, they dress up conscientiously when going to the theatre or opera and shake hands with all and sundry in a respectful (almost Germanic) manner. They do not forget to use academic titles when addressing people and respect education and good manners in others. Slouching or disrespectful body language is frowned on and generally they dislike ostentatious behaviour or grandiose comportment. In short, they are (and wish to be) very civilized. They do not invite business associates immediately into their homes, but prove loyal and hospitable friends when acquaintanceship has matured.” ■

Richard D. Lewis:

**“WHEN CULTURES COLLIDE:
LEADING ACROSS CULTURES:
THE CZECH REPUBLIC”**



Michael Schillinger,

Owner & CEO of IMS Prague, the leading DMC in Austria, Hungary and the Czech Republic, specialising in Incentives, Conferences, Product Launches and Corporate Events, talks to us.

1 How many events did your company organise in the past year?

The Czech Republic - and particularly Prague - is a wonderful destination for incentive programmes. My company operated about 35 programmes last year, for groups of from 10 to 460 guests. Of course it is not only the size of a group that influences the programme as, above all, every client is different and has different demands.

2 Would you talk about the events that challenged you the most?

I remember a programme that we organized for a US company last year, a 7-night stay for a hundred guests. It was extremely interesting work as we not only designed a large variety of special tours and activities for small groups of about ten guests, but also enhanced them by adding special visits to shops and museums (outside of the regular opening hours) and small treats for the guests. We organised one of the evening functions at the Convent of St. Agnes of Bohemia, a former monastery, which is a very interesting location. The whole complex was decorated with greenery and flowers with integrated lights. The special

lighting created a very mystical atmosphere. Every course of the dinner was served on different tableware with different cutlery and special wine glasses for the accompanying wines. But the highlight was the presentation of their work by well-known Czech artists.

3 Were there any special challenges for you? And how was the feedback from your clients?

You can imagine that it is not easy to find professional painters, photographers and sculptors who are all available for one specific evening to bring their art work and talk to our guests. But due to our good local contacts we were able to get some of the most famous Czech artists. And as a bonus, we produced a special book about the work artists, which was printed and handed out to the guests as a gift. One of the interesting experiences of this evening might have been the decision of the client, at short notice, to change the coaches for the transfer to cars. If you know Prague you will agree that 50 cars in its narrow streets present a challenge. In addition, we had to organise models in the three hours before the function started – which meant going to the showroom, choosing suitable models, selecting their dresses, getting them styled and ready to greet the guests. Of course the lighting design also needed to be changed. It was definitely a sensational experience for the guests and this programme was said to have been the best one ever ■

Convent of St. Agnes of Bohemia



VENUES for your meeting

Lobkowicz Palace at Prague Castle

Situated in one of the most magnificent architectural complexes in Europe, the Lobkowicz Palace at Prague Castle was built in the middle of the 16th century by a Czech nobleman, Jaroslav of Pernštejn (1528 - 1560). It has belonged to the Roudnice branch of the Lobkowicz family since the beginning of the 17th century. One of the most significant family collections in Europe, the Lobkowicz Collections consist of paintings, decorative arts, original musical scores and



instruments, an extensive library of rare books and archives, and important arms and armour, spanning seven centuries of art and music patronage. A new, permanent exhibition entitled The Princely Collections is housed in the Lobkowicz Palace and was opened in the spring of 2007.



For the purposes of MICE tourism, Lobkowicz Palace disposes of 11 rooms that extend over an area of about 844 square metres and can accommodate about 600 persons.

Loučeň – A chateau bustling with life

The chateau complex was opened in summer 2007 and is situated to the east of Prague, near Nymburk. The Hotel Maxmilián, which is a part of this complex, offers 120 beds in 55 rooms. The premises can be used for business events or congresses, meetings or teambuilding. It is possible to choose from three congress halls in the Hotel



Maxmilián with a total capacity of 120 persons, which dispose of modern presentation technology, including video and audio equipment or flipcharts. There are four saloons in the Loučeň Chateau: Terezie, Žofie, Lori and Karolína. Various activities are available for groups, for example outdoor programmes such as tree walks, archery, bungee running, zorbing, climbing walls, raft building or fishing. You can also explore the picturesque mazes, engage in puzzle solving or paint abstract paintings and it is also possible to organise a traditional Czech banquet or a garden party. The golf resort is situated only 12 km from Loučeň Chateau. ■

CASE STUDY

Prazdroj's new bottling plant opened with industrial flair

COMPANY Plzeňský Prazdroj a. s.

EVENT Opening of a new bottling plant in Pilsen

GROUP SIZE 500 VIP guests

AGENCY Via Perfecta, Prague

DATE November 2006

ASSIGNMENT Plzeňský Prazdroj wanted to organise a gala opening and launch of its newly-built bottling plant in Pilsen. The Via Perfecta agency was commissioned in August 2006 and assigned a general plan for the gala opening of the bottling plant. "We added our own ideas, created the concept, chose a moderator for the event and developed the best methods of attracting select guests to this event," said Vendula Seifertová, Managing Director of Via Perfecta. The agency also cooperated in the media campaign. The event was held in the middle of November.

CHALLENGE "We arrived at the manufacturing factory in Pilsen, with all its assembly lines and machinery, and had to come up with ideas about how to serve cocktails at the gala opening within the premises. The storage bay was transformed into a catering area, the food and drink being

served in a style that mirrored the industrial environment, for instance on iron sheets. We had "flying spoons" that were hanging on special boards on which

cocktail snacks were placed, which proved to be an entertaining and interactive manner of serving", said Vendula Seifertová. The agency also had to provide a viewing of the factory and its assembly lines for all guests. The only problem was that in every factory there are iron, grated sheets interconnecting the particular areas on which people walk that would have been fairly difficult for women wearing high heels. Every step would have meant getting stuck in the grate. "And so we had special footpaths made that covered all the joins, so people could walk on them comfortably."

EXECUTION The launch of the factory lasted for about 3 hours and was marked by a very memorable moment. The assembly line had never been in use before. Although particular sections had already been tested, the line had never been activated as a whole. During the



ceremonial moment when the President of the Czech Republic was cutting the symbolic tape, the organisers and the management of the factory held their breath, in anticipation of the assembly line launching flawlessly. Another challenge was posed by the fact that the event took place before storage premises could be finalised. Hundreds of bottles poured off the line, so it had to be decided where to put them. The problem was smoothly solved by having hired workers manually carrying the bottles away. At the end of the event all the guests received a souvenir, a half-litre glass designed by the famous Czech designer, Rony Plesl. Each of the glasses was originally inscribed.

FEEDBACK The assembly line started to operate, the prestigious event was very successful and received recognition from the contractors and guests alike. The event received a Merkur PR Award.

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The Capital City of Prague



The capital city, for ages the seat of Czech kings and presidents, is by far the most visited place of the Czech Republic.

Its early stages can be traced to the second half of the 9th century when Prince Bořivoj I founded the Prague Castle. As early as 965, this was recorded by an Arabian-Jewish merchant Ibrahim ibn Jakub in his travel report. Settlements round the Castle later developed into separate Prague towns: the Old Town, which was called *caput regni* (The Head of the Kingdom) before 1280, the Little Quarter, the New Town and Hradčany.

Prague is dominated by the St. Vitus Cathedral at the Prague Castle with relics of the patron of Bohemia, St Wenceslas, Czech crown jewels, relics of Charles IV, Wenceslas IV and other Czech kings (www.hrad.cz).

The most visited sight is the Charles Bridge whose foundation stone was laid after consulting astrologers on 9.7.1357 at 5.31 AM. The Old Town Square, in the 11th century a marketplace, shows visitors the astronomical clock at the Old Town Hall these days. Prague's centre is



the Wenceslas Square with the St Wenceslas statue. In 1992, the historic centre of the city was added to the UNESCO list of world heritage. The highest equestrian statue stands erect on the Vítkov Hill, and the Petřín Tower, reminding of the Eiffel Tower, is achievable by a funicular railway.

With Charles University, Prague seats the third oldest university in Europe (founded in 1348), a symbol of Czech learning (www.cuni.cz). Prague universities traditionally offer high-quality technical education (www.cvut.cz), art education (www.amu.cz), economic education (www.vse.cz), agricultural education (www.czu.cz) and a variety of others.

The Municipal House is built in Art Nouveau. Dating back to 1912, it has recently been reconstructed. Here in 1918 an independent Czechoslovak Republic was declared. Nowadays it includes a concert hall, gallery, café, restaurant and lounge bars (www.obecnidum.cz). In addition, you can visit the Jewish Cemetery and Synagogue in the Old Town (www.jewishmuseum.cz), bearing the spirit of Rabbi Löwe and the Golem he created (a human figure of clay brought to life), and of other



legends. The largest Czech museum is the National Museum (www.nm.cz) situated right at the top of the Wenceslas Square. The National Technical Museum (www.ntm.cz) is popular due to its unique collections.

Fine arts in Prague can be found in the National Gallery (www.ng.cz), Prague Castle (www.hrad.cz), but also e.g. in the Rudolfinum Gallery (www.galerierudolfinum.cz), Czech Museum of Arts (www.cmvu.cz) or Leica Gallery at the Prague Castle (www.leicagallery.cz).

The favourable position of Prague in the heart of Europe, as well as the generous offer of all tourist services, sufficient hotel capacity even in the high season, abundant and various offer of cultural programmes (comprehensively listed at www.praha-mesto/kultura.cz or www.pis.cz), all these factors predestine Prague as a suitable place for holding congresses, symposia, fairs, festivals and all sorts of cultural or sport events. Since 2000, Prague has belonged among the leading world congress metropolises also thanks to many competent firms providing complex service for large as well as small-scale events. One of them is the Prague Information Service (www.pis.cz), the specialized information organization founded by the city authority, which uses all accessible ways to provide useful and interesting information for organizers and participants of these events, for tourists, as well as for Prague inhabitants, including accommodation, interpreter's and translator's services, guides and hostesses. It provides guided tours or visits of interesting and specialized plants and also entrance tickets for cultural performances.



In addition to the city's comprehensive convention know-how and to a wide variety of historical spaces spanning across all architectural styles, Prague has also been investing considerable effort in the care of the contemporary living culture. Besides the National Theatre (www.narodni-divadlo.cz), Prague has a variety of interesting theatres, e.g. Archa (www.archatheatre.cz). Prague can also satisfy lovers of classical music (www.rudolfinum.cz, www.obecnidum.cz), jazz (www.agharta.cz), club and independent culture in Palace Akropolis (www.palacakropolis.cz) or experimental culture in Roxy (www.roxy.cz).

Pleasure trips and cruises (www.praque-venice.cz) can be made on the river Vltava, passing through the capital in the length of more than 31 km. Nine Vltava islands are favourite places of recreation.

VALUES FOR CZECH PEOPLE

“Individualism, creativity, work ethic, love of learning, tolerance, tidiness, thrift, love of music and theatre, morality, lasting friendship, sense of humor, flexibility, pragmatism, egalitarianism, rationality, discipline, steadiness, loyalty, lack of self-confidence, passive resistance” ■

MOTIVATION FACTORS

“Show inventiveness, and look for solutions with them ■

Discuss things calmly, and be rational but flexible ■

Maintain a certain amount of formality; use academic titles with new acquaintances ■

Be chivalrous. Shaking hands is important ■

Demonstrate tolerance ■

Share their love of music and theatre ■

Enjoy their original humor ■

Steadiness, morality and loyalty are important” ■

AVOID

“Disrespectful body language or slouching ■

Being ostentatious ■

Praising Slovak too much” ■

Richard D. Lewis:

“WHEN CULTURES COLLIDE: LEADING ACROSS CULTURES: THE CZECH REPUBLIC”

Golf in Prague itself

The Prague-Motol golf course was established in 1974 in a hilly area in the western part of the capital, Prague 5. It is run by the oldest golf club in the Czech Republic –GC Praha, which was founded in



1926. Although the course is fairly short it provides plenty of challenges to golfers.

The course has a par 70 and a length of almost 5km. The most difficult hole is the 4th, which is also the longest. The 8th hole is interesting; the fairway is in a diagonal profile on the uphill, which falls into the bordering forest. In spite the

small size of the course, the holes are not close to each other so there is plenty of space. There is also a restaurant in the clubroom at the guests disposal. Tel. +420 257 216 584 ■

Pluto, as the last planet, cancelled at PCC

We have organised several important congresses in our facilities in 2007. In April, for instance, we had the 8th International Conference on Nuclear Cardiology ICNC8; in May the World Tunnel Congress, which bore the subheading “Underground Space – The 4th Dimension of Metropolises”. The 15th International Wheelset Congress and the European Society for Organ Transplantation Congress are planned for September. The premises of the Prague Congress Centre can be used not only for staging congresses or conferences, but also for cultural events and concerts. Recent shows include the Japanese drummers YAMOTO SHOW, Kris Kristofferson, Laurie Anderson, and the mystical performance of the monks of the Shaolin Monastery.



Michal Kárník,
General Manager –
Prague Congress
Centre

Last year’s XXVI Annual Conference of the International Astronomical Union ranks as one of the unique events that have taken place at the Congress Centre too. It was the second time this congress took place in the Czech Republic, in Prague, to be precise. Organised by the Czech Academy of Sciences, the event was attended by more than 3,000 participants and lasted for an incredible 14 days. The conference was not only remarkable because of its length, but also for its extraordinary IT requirements. We had to provide transmission of videos from the seminars onto the website of the International Astronomical Union, furthermore we also had to connect one of the exhibitors to the astronomical observatory. The most notable outcome of the congress was probably the cancellation of Pluto as the last planet of our solar system, thanks to which this Prague congress made history.

One of the best evaluated events was the 17th International Mass Spectrometry Conference, attended by 1,900 scientist from 60 countries, including several Nobel Prize laureates. The conference took place at the end of August/beginning of September and required nearly the whole space of the Congress Centre with all its facilities. As an accompanying programme, the participants were offered various cultural activities, such as excursions to the historical heart of Prague and sightseeing tours of the Jewish Quarter, Prague Castle and the Old Town. The attendees also had the possibility to visit important sights outside of the capital city: Karlštejn Castle and Kutná Hora. Many delegates who visit Prague on business like the atmosphere and historical sights of Prague so much that they decide to return as tourists.

Several changes in congress tourism can be seen in a number of areas. Firstly, I would mention the higher requirements placed on the exhibition area or the cost-cutting measures of the organisers, largely concerning catering. The requirements placed on the technical equipment for events are increasing. The organisers request state-of-the-art audio-visual technology, which we are able to provide in cooperation with our partners ■

CASE STUDY

Prague's hosting of the WTC congress

COMPANY The Czech Tunnelling Committee ITA/AITES on behalf of the International Tunnelling Association ITA/AITES

EVENT The ITA – AITES World Tunnel Congress 2007 and the 33rd ITA – AITES General Assembly with the subheading "Underground Space – the 4th Dimension of Metropolises"

GROUP SIZE 1,600

DATES May 5 – 10, 2007

AGENCY Guarant International (Budget management, registration, accommodation, handling of the congress venue, AV equipment and IT support, catering, graphic design, printed and congress materials, translation, transportation, congress staff and hostesses, tours, sponsors and exhibitions)

AGENTURA BONUS (Educational workshop, social events and accompanying programme)

VENUE Prague Congress Centre (PCC)

CONGRESS EVENTS VENUES

- The Czech Technical University, the Masaryk Campus
- The Municipal House (Obecní dům)
- The Rudolfinum
- The Spanish Hall of Prague Castle

THE CHALLENGE The number of registered participants at the previous year's WTC 2006 event in Seoul did not exceed 600, posing a clear challenge for Prague. Nearly three times more participants attended the Prague congress, demonstrating that the organisers moved in the right direction and that Prague is a very attractive congress destination.

"The event had demanding quality requirements and was very complex at the same time: from the organisation of the congress, continuous registration, to transportation and accommodation, preparation of the artistic performance that launched the event, accompanying exhibitions and sightseeing trips in underground premises of Prague and, last but not least, finding sponsors," said Eva Bundová, the event's Project Manager at Guarant International.



The viewing of Prague's underground spaces was offered within the registration fee as a part of the professional programme held after the congress ended, i.e. on Thursday morning. Those who booked the viewing gathered in front of the Congress Centre and were divided into 6 groups according to the selected underground space. Experts from the ČTuK company, in cooperation with the construction companies Metrostav, Subterra and Hochtief, picked 6 locations for the viewing, including the Mrázovka Tunnel and the Slivenecký Tunnel. Out of the total 1,600 participants, 400 took part in this event. The viewing of the new stops of the Prague metro line C, which should be operating from 2008, proved most popular with the participants.

EXECUTION The event commenced on Saturday when all the participants started to arrive in Prague, so they could have two free days to explore the city's sights and history. This contractor's requirement is an inherent part of the congress. Apart from this, workshops in the premises of the Masaryk



Campus of the Czech Technical University took place over the weekend. A welcome reception was held on Sunday evening in the form of a party in the Municipal House, a notable venue in the centre of Prague that dates back to the Art Nouveau period and is able to provide services for a large number of visitors. The congress proper was launched on Monday morning with a cultural performance, followed by a professional programme. According to Mrs. Bundová, the coordination of the technical requirements for this art show was demanding, although the results were viewed positively by all the participants. The accompanying programme for congress participants varied each evening: on Monday 7th May, a Czech Philharmonic Orchestra concert took place at the Rudolfinum Concert Hall, an evening cruise on the river Vltava was organised on 8th May and a final gala dinner was held in the Spanish Hall of Prague Castle, one of the most prestigious venues in Prague, on 9th May.

FEEDBACK Judging by a statement issued by a ČTuK representative, the event was prepared and executed to the utmost satisfaction. An abundance of positive feedback from participants followed the end of congress and the Prague WTC congress is considered to be one of the most successful WTC congresses in its entire history.



SHORT DESCRIPTION OF THE EVENT

A complex, five-day event for a large number of persons involving various venues, which required demanding and long preparation.

The Guarant International agency provided accommodation in the form of hotels within the 3 to 5-star range for participants. Selection of accommodation for congresses usually places importance on proximity to the congress venue, ensuring pleasant and practical access, thus hotels situated in the immediate vicinity of the Prague Congress Centre (PCC), such as the Holiday Inn hotel, which is interconnected with the PCC through a corridor, and the Corinthia Towers, with its 544 five-star rooms, were chosen. To a lesser extent, hotels in the historical centre of Prague were chosen by those who wanted to experience the city more.

WELCOME TO

THE CZECH REPUBLIC

The place to meet



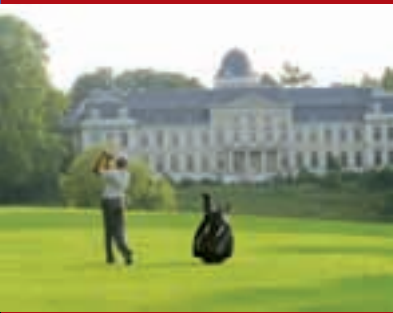
THE TOP 10 REASONS WHY

The Czech Republic must be "AT THE TOP OF YOUR LIST" when planning your next Meeting or Incentive event.

The Czech Republic is a modern country with a rich history and a relaxing atmosphere which lays right in the centre of Europe, Prague being its capital directly in the heart of the country. From a political point of view, it's a parliamentary democracy. On March 12th 1999 it became a part of the NATO and on May 1st 2004 it joined the European Union.

An attractive destination which is always enhancing its reputation to being safe, civilized and a modern country. It offers quality service to all travelers, from individual tourists to world conferences and congress delegates. The Czech Republic's favorable location in the heart of Europe makes it easy for visitors to travel in and out of the country by all forms of transportation; from planes, trains, busses to personal automobiles.

- Superb LOCATION in the heart of Central Europe
- SAFE and EASILY ACCESSIBLE with well developed infrastructure (4 international airports, advanced inercities and a great transportation network)
- HOTELS - From traditional in luxury to cutting edge design, over thirty 5***** hotels and over three hundred 4**** hotels.
- CONVENTION CENTRES AND FACILITIES throughout the country, the largest being in Prague with the capacity to support of 9000 people under one roof.
- Professional and EXPERIENCED DMC'S, PCO'S and INCENTIVE HOUSES offering TAILOR-MADE PROGRAMS for every taste and style.
- Over 200 Castles, Chateaux, Palaces and many other well equipped HISTORICAL VENUES suitable for conventions and Incentive programs.
- World Famous SPA'S
- Rich CULTURAL LIFE – theatres, music festivals, galleries and many more
- Warm hearted and generous PEOPLE, professional and discrete, understand the need of today's organizers and congress delegates
- GOOD VALUE FOR YOUR MONEY



Active Programs

The Czech Republic offers one of Europe's best networks of walking and cycling trails, with ample catering and lodging facilities along the way! For more adventurous or team building activities there is everything from whitewater rafting to kayaking, rock climbing to bungee jumping, hang gliding to parachuting and of course our service providers and incentive suppliers have much more up their sleeve!



Golf

The Czech Republic has been named the "Best Undiscovered Golf Destination in 2007" at the 2007 IAGTO (International Association of Golf Tour Operators) Awards. Being a highly popular congress and incentive destination has a unique chance

to offer „Golf and Business“. A unique combination of natural beauties, historical sights and high quality golf courses built according to the design of worlds famous golf course architects.

Music to your Ears

From jazz to classical, rock to folk, opera to hip hop, music lovers will find endless concerts to tickle their ears. Each spring, the Prague music festival kicks off in May. But that's just the beginning; the Czech lands are alive all year round.

Culinary Highlights

Countless specialized restaurants, pubs and wine cellars are ready to cater any type of groups needs! The Wine growing regions, especially Southern Moravia, produce an excellent range of wines

including Rieslings and Svatovavrinecke and special wine tasting tours are increasingly popular as a personal excursion or a group event. Czech beer tradition has been dated back to the early 1600's and produces some of the best beer in the world!

Accommodation

Large and small meeting capacities are found in many hotels through the Czech Republic. Incentive Groups can choose from a vast variety of styles - from luxury five- star hotels to three-star hotels all in European Union standards in Prague. All of the suggested hotels are easily accessible – at most 5 - 30 minutes by underground, bus or tram ride away from the city centre.

TOTAL CAPACITIES OF HOTELS IN THE CZECH REPUBLIC

- Over 30 five-star hotels
- Over 350 four-star hotels
- Over 1000 three-star hotels

Reasonable costs – one of the lesser expensive destination in the European Union.



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Meetings and Incentive Department
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For any further information please visit: www.CZECHTOURISM.com
or write to sebek.jade@czechtourism.cz – Head of the MICE Department



MICE at the GO and REGIONTOUR trade fairs

MICE CEE: What's new at the GO and REGIONTOUR ?

This year's innovation is the relocation of the GO trade fair to the state-of-the-art F pavilion at the Brno Exhibition Centre. This step will not only enable the gathering of exhibitors in one space, the favourable location of the pavilion is also an advantage – it is well accessible from the new G2 entrance and, in addition, it is situated in the immediate vicinity of the V pavilion, where the REGIONTOUR trade fair is taking place simultaneously. The newly opened parking lot will be at the disposal of guests right by the F pavilion.

MICE CEE: As a part of the GO and REGIONTOUR a new project focused exclusively on MICE will be launched in 2008. What is the intention and objective of the project?

Apart from the presentation of the travel industry and the tourism opportunities in particular regions in the Czech Republic and its neighbouring countries, attention will be focused on two current themes of the trade fair – on golf and also on congress tourism, which is a novelty. Congress tourism is a current topic supporting the development of the travel industry in the regions. As a part of the trade fairs an expert conference and expert panels will be held, whose content includes an analysis of current conditions and the presentation of programmes for the support of the development and readiness of particular regions for congress tourism. The conference will take place on 11th January 2008 at the Brno Exhibition Centre. We are closely cooperating with the Czech Tourism (CzT) and the Association of Regions in the Czech Republic



The most important travel industry trade fairs in Central Europe – GO and REGIONTOUR – will once again take place at the Brno Exhibition Centre, from 10th to 13th January 2008. They traditionally launch the trade fair season and are a perfect opportunity to learn about the extensive range of services on offer in the travel industry sector. Alongside the offerings of travel agencies, all regions in the Czech Republic will be present to showcase their leisure and tourist attractions. We asked the Project Director, MILOŇ MLČÁK, about their upcoming plans.

(AKČR). Through the conference we want to actively grasp and further develop the topic of M.I.C.E. during the trade fairs GO and especially REGIONTOUR, which are showing a high growth dynamic. We want to target the project at the region of Central and Eastern Europe in the future. I would like to invite all those who are interested in the Czech MICE market to this conference.

MICE CEE: The second topic of the conference is golf tourism. Can you elaborate on this?

This topic will be further developed, drawing on the success of the expert panel on golf tourism held alongside REGIONTOUR 2007. Detailed information about the Czech Republic, which will be presented as the new Central European golf destination with a high-standard and constantly evolving golf infrastructure, will be available and specific golf courses, travel agencies and foreign tour-operators will be attending. This topic is prepared in cooperation with the Czech Tourism agency (CzT) and the Czech Golf Travel Association (CGTA).

MICE CEE: And what about other events that will be part of the trade fairs?

Just as every year, the MEETING POINT – FOCUSED ABROAD will be held. Foreign tour-operators who promote the tourist resources of the Czech Republic abroad will be invited to the two-day event. We primarily address subjects from countries that have the largest potential for arrivals in the Czech Republic. A programme is prepared for them so they can learn about the potential of all localities and regions in the Czech Republic. Just as every year, the GO KAMERA, festival of travel films, photography and publication and the GRAND PRIX REGIONTOUR will be held

MICE CEE: Thank you. We wish you every success ■

www.bvv.cz/go | www.bvv.cz/regiontour



& CITIES REGIONS



THE BRITISH OPEN,
THE US OPEN,
COME TO THE BOHEMIAN SPA TRIANGLE
WHERE WE ARE ALWAYS OPEN
FOR A GREAT ROUND OF GOLF.



Pilsen: the host city!

Since its foundation in 1295, the city of Pilsen has successfully fulfilled an important role – that of host. Travellers arrived in large numbers, thanks to the city's favourable location, and found board and lodging not only in homely taverns but also decent coaching inns. The city reached the peak of its hosting fame at the end of the 19th century when several hotels were built, of a luxurious standard for the period, and many distinguished visitors were drawn to Pilsen.

This West Bohemian metropolis is still popular with tourists and investors alike. The city is flourishing and a thorough restoration of the urban conservation area has enhanced many historical buildings, such as the Renaissance town hall, St. Bartholomew's Cathedral and the third largest synagogue in the world. Tourists are primarily attracted to Pilsen because of its famous brewery, the Plzeňský Prazdroj, which offers a brilliant tour that includes the viewing of both traditional and state-of-the-art processes and the Pivovarské muzeum (the Brewing

Museum), which is the only one of its kind in the world and is still located in the original licensed burgher's brewing house.

The city's accommodation services have been expanded by the addition of new hotels – over the last three years, more than 10 new hotels have opened or expanded their capacity. Three hotel chains are running their branches in city - TOP CityLine, Best Western, Marriott - and the so-called boutique hotels, with their individual approach, well complement the range of accommodation services on offer. Most of the older hotels have started reconstruction in order to increase the standard of their services. Currently, without exaggerating, it could be said, that if you stay in Pilsen you will be sleeping in in brand new premises.

Increasing the capacity of local hotels has been particularly welcomed by organisers of congresses and conferences – Pilsen is not only a town with a famous industrial tradition and the home of two universities, it is also carrying out many successful development projects



that are attracting an increasing number of investors into the town.

The construction of new hotels has brought with it the addition of large conference halls, the Parkhotel Plzeň with its 1,000-person capacity being the biggest. The large hall in the Cultural Centre Invest disposes of a similar capacity. Pilsen possesses magnificent buildings whose history goes back to the famed period of the end of 19th century and which encircle the historical centre of the town - such as the current West Bohemian Museum, the Burgher's House, the Municipal Theatre and the representative building of the Plzeňský Prazdroj brewery, situated in the immediate vicinity of the city centre. The stylish halls and saloons in these premises are ideal for social gatherings suited to their genteel and refined ambience.

Event organisers will appreciate the diversity of accompanying programmes – and it doesn't necessarily have to be tours through the famous Pilsen City Brewery.



The town boasts a unique theatre scene with the very successful J. K. Tyl Theatre and the puppet Theatre Alfa, both of which have received prestigious artistic awards in the past. The alternative and club scenes are also thriving.

The large number of restaurants and small pubs will satisfy even the most fastidious of tastes, and sports lovers will appreciate the well-equipped sports centres, where probably any kind of group or individual sport, including adrenaline, can be played. The countryside around the city, with its picturesque fishing ponds and forests, also contains magnificent Baroque buildings, hence its

description as the Baroque Pearl – castles such as Manětín, Nebílovy and Kozel, and monasteries in Kladruby, Plasy and Mariánská Týnice

Pilsen has long been included as a destination in the programmes of travel agencies, but it is also a place where you yourself can invite your guests. Come and see for yourself! ■

SOME SUGGESTIONS FOR AN ACCOMPANYING PROFESSIONAL PROGRAMME

Sightseeing

The conservation area of the city of Pilsen – sightseeing tours with a guide, ascent of the highest church tower in the Czech Republic (102.6 m), historical houses on the square, the town parks green belt, the Great Synagogue

Brewing theme

Viewing tours in the Plzeňský Prazdroj brewery, the Pivovarské muzeum (Brewing Museum), the small Purkmistr brewery in Černice (a village conservation area), the small Lochota brewery

Concerts, theatres and clubs

Theatres: J. K. Tyl Theatre (opera, comic operas, ballet and drama), Alfa Theatre, M. Horníček Theatre, JoNáš Theatre
Clubs: Zach's Pub, Pod Lampou Theatre, Šantán in Andělská...
Concerts also take place in monuments, such as the Great Synagogue, St. Bartholomew's Cathedral, the Kladruby Monastery...
Bohemia Sekt in Starý Plzenec – a trip to the largest wine cellar in the Czech Republic combined with wine tasting

Sports

Kalickovský Mill, E-Centrum – squash, bowling, spinning, etc.
GolfPark Dýšina – one of the most beautiful golf courses in the Czech Republic
The longest motocross track in the Czech Republic (Lhota-Pilsen)
Sightseeing flying trips from the Líně and Plasy airports
Public sports parks: Škoda Sport Park and the Ice Park

Information Centre of the City of Pilsen, nám. Republiky 41, 301 16 Pilsen, tel.: + 420 378 035 330, fax: + 420 378 035 332
e-mail: info@icpilsen.cz | www.pilsen.eu



The West Bohemian Spa Triangle: meetings & spas & golf

The West Bohemian Spa Triangle is the most visited region in the Czech Republic after Prague, with its unique healing mineral springs in the surroundings of three towns - Karlovy Vary (Carlsbad), Mariánské Lázně (Marienbad) and Františkovy Lázně (Franzenbad), and other smaller towns such as Lázně Jáchymov, Lázně Kynžvart and Konstantinovy Lázně. There are around five hundred mineral springs in this area that are unique for their chemical composition and healing powers.

The largest spa town – **Karlovy Vary** – was founded by the famous Czech king and Roman emperor, Charles IV, around 1350. There are twelve warm healing springs in the town plus a thirteenth spring – the aperitif Karlovarská Becherovka, which is produced using herbs that have a healing effect. The Karlovy Vary International Film Festival takes place every year and has in the past



been attended by celebrities such as Sharon Stone, Sophia Loren and Alan Alda.

Mariánské Lázně is situated in the middle of an area that is full of forests and green parks. The renowned 120-metre long neo-Baroque, cast-iron colonnade built in 1889 with a Singing Fountain as its centerpiece can be found in the centre of the town. Guests from all around the world can take advantage of the 40 cold healing springs that have a high content of carbon dioxide.

The town **Františkovy Lázně** was founded in 1793 by Emperor František I. The town's emblem is a statue of a boy who is holding a fish and sitting on a ball and its spa has 24 springs at the disposal of guests. Several landmarks are scattered in the town's environs, such as Kynžvart Castle, which received the Europa Nostra award for outstandingly reconstructed European monuments ■

Edita's choice of Czech golf courses

You are one of the most successful Czech golf players. Which golf courses in the Czech Republic do you like the most? Could you tell us your top 4 and why you like them?

My favourite golf courses are definitely Mariánské Lázně, Karlovy Vary, Sokolov and Konopiště. Mariánské Lázně is my home club, so it is one of my favourites. It shares some similarities with Karlovy Vary, they are both very old courses and many holes are flanked by trees. Sokolov is a new golf course, of a technical kind, where it's often windy. I like it because it's always a challenge to play there. There are two 18-hole courses at Konopiště and they are both very nice, but the older one is more popular and you can get great results there.

Can you give us more detail?

The Mariánské Lázně golf course is more than 100 years old and fairly short with small greens and narrow holes. It is a golf course where it is easy to get good results,

but you shouldn't underestimate it as it can be quite difficult - primarily the eleventh hole - a long par 4, where the second shot must be very precise, because forest encircles it on both sides. In addition, there is also a bunker in front of the green, water to the right and a pothole to the left. Even though the course in Karlovy Vary is quite similar to the one in Mariánské Lázně, it is still a very different golf course. My favourite hole is the 15th - a short par 4, where if you take a risk you might end up a few metres in front of the green, but if you make a poor shot, you can end up in an out, in the trees or in a bunker. Sokolov could be compared to links courses because it's very windy. Nevertheless, it is a very picturesque golf course where you get rewarded for a good shot and punished for a bad one. It is very rugged so you need to be in good physical shape. Precision is crucial at Konopiště. A regulated green doesn't necessarily guarantee a certain par, because the greens are large ■

Edita Nechanická

(born 1985) comes from Mariánské Lázně, where she still lives and plays golf for the Mariánské Lázně Royal Golf Club. By 2001 she had already started to gain attention in individual competitions: at the International Junior Championship in the Czech Republic she was the undisputed winner. She became the 2002 Slovenian champion in an international competition and reached 5th place in the Junior Championship in Belgium. Her success continues: in 2003 she won the European Junior Golf Tour, also the Nick Faldo Series in London, and consequently qualified for the World Junior Championship in the United States, where she achieved second place. She participates in the TELIA TOUR and plays golf on a professional basis.



1 Mariánské Lázně

This is the oldest Czech golf course, founded and ceremonially launched in 1905 by the English king, Edward VII. The course is a compact, clearly circumscribed area. The greens are small, but well protected by bunkers. Most of the course is flat and is surrounded by pine forests that keep the players cool during summer months. www.golfml.cz

2 Sokolov

This recently built (2005) golf course is situated in the vicinity of Sokolov, Dolní Rychnov and Březová u Sokolova and is accessible from the R6 highway that connects Cheb and Karlovy Vary.

The course is located 430 m above sea level and spreads across an area of 100 hectares. The total length of the 18 holes with a 72 PAR is more than 6 km. Each hole has four teeing boxes. www.golf-sokolov.cz

3 Karlovy Vary

It is one of the oldest Czech golf courses. The Golf Club was established in 1904 and a golf course

was later built for the spa guests. During the 1930's, the French architect C. Noskowski designed an 18-hole golf course that was opened in 1933.

When travelling to Karlovy Vary to play golf, you can book into the resplendent five-star Hotel Pupp or the comfortable Hotel Vítkova Hora, which not only offers special golf packages, but also provides conference space, incentive programmes and various activities including paragliding, parachuting and ballooning. www.vitkovahora.cz, www.golfresort.cz

4 Konopiště

The Konopiště golf resort has been open since 2002 at the Manorial Estate of Tvoršovice, whose history dates back to the 10th century. The resort offers two 18-hole master courses - The Radeck Course (PAR 72) and the D Este Course (PAR 72) and also a 9-hole Public Course (PAR 30). The golf courses are located in a moderately undulating landscape encircled by a forest and scattered with bunkers and numerous water barriers. You can stay at the 4-stars Zámecký hotel, which offers luxury accommodation.

www.gcko.cz ■





▲ Interior of Sychrov Castle



▲ Frýdlant Castle and Chateau

The Liberec Region is a region with a diverse landscape, situated a hundred kilometres north of the capital Prague, near the German and Polish borders. The whole area is dominated by the highly visible Ještěd TV transmitter. Ještěd is, in a way, the centrepiece in terms of viewing the landscape as it affords varied views in all directions. The Czech Paradise spreads to the south and is characterised by its sandy formations hidden in pine forests and is also perfect for cycling, hiking and mountaineering. The centre of this area is the picturesque town of Turnov, renowned for its production of Czech garnets, gemstones and costume jewelry.

The western part of the region is full of small volcanic hills and lakes, the most widely known being Mácha's Lake. The Jizerské Mountains and the Krkonoše Mountains – the highest Czech mountains that are ideal for skiing in winter and cycling in summer – extend to the east. To the north, by the border, are the Lužické Mountains - the birthplace of the glass industry. Bohemia Crystal is world-renowned and

The Liberec

Region – the new destination

for congress tourism



▲ Ještěd – the location of the World Ski Championships 2009

excursions to artistic glass works or a glass museum can be organised.

The Liberec Region not only boasts a stunning landscape, but also a rich history. The most visited castle is Sychrov, where you can hold a conference or an event in period costume, while at the Frýdlant Castle and Chateau, you can have a traditional Czech meal washed down with a glass of beer in a medieval kitchen, or book an excursion to one of the local breweries. The most attractive tourist option would involve a combination of field trips to a brewery, a glass factory and the beer spa in nearby Harrachov.

The Liberec Region is a paradise for golf lovers as it is the region with the most golf courses in the country, ranging from basic public courses to the Ypsilon and Malevil 18-hole courses. Everything is easily accessible via a highway from Prague.

Liberec, the cultural and social centre of the region, is only an one and a half hour's drive from Ruzyně and Dresden airports. With its 100,000 inhabitants, is situated in a scenic valley under the Ještěd Mountain. If you take the funicular up the hill, you can enjoy a magnificent view of the varied landscape, the whole region and the city spreading below. Ještěd is also a top skiing area and will host the 2009 World Ski Championships. Liberec is world-renowned thanks to the footballers of Slovan Liberec and the Bílí tygři ice-hockey club. Their new multi-functional hockey arena has been used to stage major concerts and the opening ceremonies of large events.

There is also a new tourist attraction in Liberec – The Babylon Centre entertainment and leisure complex.

Animal lovers should visit the oldest and perhaps the most picturesque Czech zoo. There is also a renowned botanical garden and numerous architectural monuments in the city, the most notable being the Neo-Renaissance town hall, which is a copy of the town hall in Vienna.

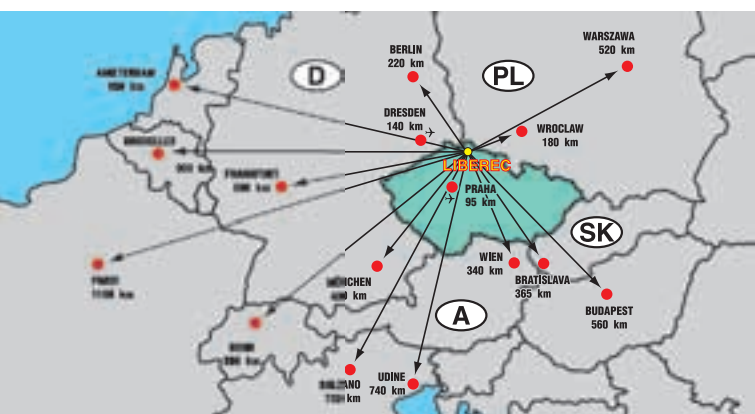
The Liberec Region is an area that not only possesses a rich



▲ Multifunctional TipSport arena



▲ A region of many golf courses



▲ Renowned zoo and botanical gardens

natural landscape and history, but more importantly, a diverse infrastructure for hosting congresses and has a good background for incentive travel industry. It is a region with great tourist potential.

Why don't you come and explore it for yourself? ■

THE BABYLON CONGRESS CENTRE

- Everything situated under one roof (30,000 square metres)
- 4-star hotel with a 1,000 bed capacity
- Easy accessibility via motorway from Prague
- Beautiful countryside, monuments, sports, leisure
- Ideal for combining work with entertainment and relaxation
- 3 halls and more than 40 rooms for 10 to 1,000 persons
- Communal premises for up to 2,000 persons
- Exhibition area – more than 3,000 square metres
- Incentive, wellness and accompanying programme
- Quality services (ISO 9001:2000)
- Quiet and safe environment



▲ The Babylon congress and social complex

BRNO:

a City  in the Heart of Europe



The second largest city in the Czech Republic (370,000 inhabitants), is the home to universities, important judicial authorities and trade fairs and is also a centre of culture. It is proud of its many attractions and the interesting natural landscape of its surrounding areas. Brno is undoubtedly of great interest to tourists and the international airport in Brno-Tuřany with its regular air services represents a hub for the needs of travellers.

Thanks to its strategic position, Brno is one of the most important cities in Central Europe. Its hosting of top-level meetings, such as the 14th meeting of the presidents of Central European countries held in May 2007, attests to its importance. As one of the most popular congress destinations in the Czech Republic, Brno has all the appropriate facilities; there are congress rooms in many hotels with all the equipment necessary for both commercial and political negotiations.

CULTURAL, SOCIAL AND SPORTS EVENTS

All year round Brno offers many important cultural, social and sports events to both domestic and foreign tourists. Its cultural calendar of interesting events is extended every year and even the most discriminating visitors will find something to choose.

BRNO – A CITY AT THE CENTRE OF EUROPE is one of the traditional events held in late May/early June every year below the castles of Špilberk and Veveří (23.05. - 06.06.2008). The south Moravian metropolis becomes a large show park during the festival events. **IGNIS BRUNENSIS**, the international firework show, attracts most interest, the competitive part of the show being held at the Brno Reservoir from 29.05. to 05.06.2008. Besides the fireworks display, many amusements and cultural, sporting, exhibition and gastronomic events are connected with the festival (www.bmue.cz). A number of interesting events take place in Brno even

◀ Brno Silver, whose minting is always a popular attraction





▼ The historical city centre with the Old Town Hall

▲ From the Špilberk Castle, you can enjoy a panoramic view of the city. www.spilberk.cz

during the summer holidays, e.g. F Stage – the 11th year of the summer folklore evenings cycle, the Shakespeare Summer Festival – a festival of plays by William Shakespeare, the International Guitar Festival, the Špilberk International Music Festival, the Fencing Festival, (www.kultura-brno.cz), the Superbike World Championship and the Grand Prix – a world motorbike championship event.

Sports lovers visiting Brno have a lot to choose from. Golf fans can visit a new recreational and sports area in a beautiful area of the Czech-Moravian Highlands called the

Golf area Kaskada, located 9 km from Brno. There is a 27 hole course with 6 hole Academy. www.golfbrno.cz. And if the weather is not so good, you can play golf in the H exhibition hall of Brno exhibition grounds. You can also pursue yachting and other aquatic sports in close proximity to the town on the Brno Reservoir, which is surrounded by

beautiful countryside. There is a ZOO near the Brno Reservoir on an area of 65 hectares that can be proud of animals from all continents. Special events are organised here and a trip to the ZOO can also be connected with a cruise on a steamer on the Brno Reservoir.

VISIT THE HISTORIC SIGHTS

In the historic centre of the town there are about two dozens of important sights. The Tugendhat Villa, a building listed as one of UNESCO's world heritage sites and a principal example of international functionalist architecture, is a real treasure of Brno modernism.



▲ Roman Onderka, the Mayor of the City of Brno, during the presidential summit meeting in May



After a short visit to Špilberk we would like to invite you to another cornerstone of Brno history - St. Peter and Paul's Cathedral, which has been the seat of the Brno bishopric since 1777. The next important building – the Old Town Hall – is a stone's throw from Petrov. It lies in the heart of the historical part of Brno and is the oldest and most interesting secular building of the city.

In the passage of the Old Town Hall, you can find not only the famous Brno Dragon and Wheel, but also the City of Brno Tourist Information Centre (TIC), where you can get information about Brno and its surroundings and the sights of the South Moravian Region. TIC arranges for you tickets for cultural events, flights in balloons, parachute jumps, sightseeing flights, bungee jumping and other activities. You can also visit our website: www.ticbrno.cz and www.brno.cz ■

Brno Tourist Information Centre

Information centre no. 1: Radnická Street 8,

Tel. : +420 542 211 090, +420 542 211 089,

e-mail: info@ticbrno.cz, www.ticbrno.cz

Information centre no. 2: Nádražní Street 8,

Tel. : +420 542 221 450, +420 542 213 061

Information centre no. 3: BVV, pavilon E,

Tel.: +420 541 153 294 – open only during trade fairs



President Václav Klaus hosted his colleagues from 14 countries

TITLE, PLACE AND TIME: The 14th Meeting of the Presidents of Central European States from 24 to 26 May 2007, in Brno.

ORGANISING COMPANY: The Corporate Town of Brno, the President's Office and SNIP & CO

NUMBER OF PERSONS: 15 presidents of Central European countries with their first ladies and guests; during the ceremony in Freedom Square: 16,000 persons

VENUES AND LOCATION: The plenary meetings took place in the Rotunda Convention Hall at the Brno Exhibition Grounds, the meeting with the public took place in Freedom Square, the welcome dinner was organised at the restaurant U královny Elišky, the gala dinner.

BUDGET: Undisclosed

A SHORT DESCRIPTION OF THE EVENT: One of the most significant of events, the 14th meeting of the heads of states in the Central European region took place in Brno this year. The objective and purpose of these regular meetings of presidents is mutual understanding and the exchange of ideas and

opinions. These meetings are a signal to those countries that are not part of the Euro-Atlantic structures, that they are not forgotten and are listened to. Presidents of the following countries participated at the summit in Brno: Albania, Bosnia and Herzegovina, Bulgaria, the Czech Republic, Croatia, Italy, Hungary, Macedonia, Moldavia, Poland, Austria, Romania, Slovakia, Slovenia and Serbia.

CHALLENGES AND SOLUTIONS: To ensure quality preparation of the welcome ceremony in Freedom Square. This was provided primarily by the transport-security preparation corps, especially with the participation of the forces of the Czech Army, the Czech Police, the Brno Metropolitan Police, the JMK Fire Brigade, representatives of the Brno Municipal Transport Authority and the Town Hall, The President's Office and SNIP & CO.

PROGRAMME AND COURSE OF THE EVENT: The gala dinner was hosted at the celebrated Brno restaurant, U Královny Elišky, on the first evening. As a welcome drink, meruňkovice (apricot brandy) was served, the guests were



given souvenirs in the form of specially gift-packed, authentic Moravian slivovice (plum brandy). Apricot dumplings with curd were served as a dessert. On the second day, a gala welcome ceremony and meeting with the public took place in the morning, later in the afternoon the presidents commenced the First Plenary Meeting at the Rotunda Convention Hall, while a bi-lateral meeting took place in the adjacent Pavillion A. In the evening, a cultural experience awaited the guests in the form of a show at the Mahen Theatre, followed by a gala dinner in the magnificent surroundings of Špilberk Castle, which towers majestically above the town.

VERDICT: The event was assessed positively by the participants and all the organisers performed at the highest level.

Brno Exhibition Centre Destination for Congresses of Any Size

Congresses for up to 500 participants in the Congress Centre

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Congresses for up to 700 participants in Hall A

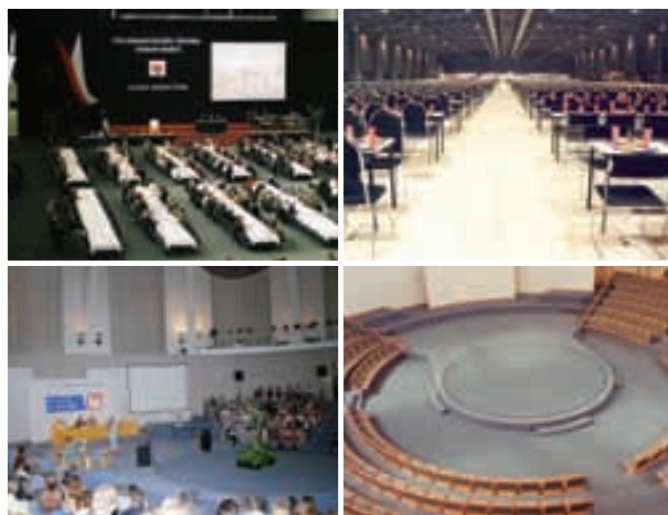
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Central European
Exhibition Centre



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www.congressinbrno.com

Time for... SLOVÁCKO



Those who are looking for something exotic yet are bored by the prospect of a massage on a Thai beach, should consider the little known destination of Southern Moravia, which offers authentic folk traditions, friendly people with a passion for dancing and singing, a wide range of activities and lots of surprisingly good wine: Slovácko

WHERE TO STAY

Because of short distance, you can stay for example in Brno. You can find quality accommodation in the five-star Holiday Inn, which is connected with the BVV trade fair facility and disposes of 400 beds. The four-star Hotel Moravia-Lasákův mlýn, situated in Boskovice, is a cosy hotel in a garden setting that features a fish pond developed from a water mill. It is located in an exquisite landscape and is ideal for corporate events catering for smaller groups of up to 60 persons. The four-star Hotel Prestige, which is adjacent to the National Park Podyje, can be found in Znojmo. The hotel disposes of facilities for conferences, seminars and meetings for 80 to 140 persons that can be accompanied by relaxation and wellness activities. The four-star, romantic Hotel Hraniční zámek, located in the very heart of the Lednice-Valtice landscape (a UNESCO heritage site), is ideal for smaller groups (up to 55 persons). The stay can be accompanied by attractive tourist activities such as wine routes coupled with visits to wine cellars and wine tasting and would suit media groups, in particular.



KING'S RIDE AND OTHER EXOTIC FESTIVITIES

The fascinating and exotic Jízda králů (Kings' Ride) takes place every May. It is one of the oldest and most well-known festivals. The magical ride on bizarrely clad horses with the king, who is a young virgin chosen for this event, at the head of the procession, captivated the famous Czech



writer Milan Kundera who portrayed it in his novel The Joke. The most colourful costumes from all Slovácko can be found in almost every village during "the feasts" and at the Slovácké slavnosti vína a otevření památek (The Slovácko Festival of Wine and Opening of Monuments) that takes place every September in Uherské Hradiště. An overview of all events can be found at or www.nulk.cz.

UNUSUAL VENUES

Interested in organising corporate events or conferences in the attractive setting of a historical castle? Looking for unusual venues?



Slovácko could be just what you need. Try the **Baroque Mikulov Castle**, the Baroque **Milotice Chateau**, the citadel in **Čejkovice** or the magnificent rooms of the **Reduta** in Uherské Hradiště. In **Strážnice**, which is renowned for its international folklore festival, the Knights' Hall and adjacent salons of **Strážnice Castle**

are ideal for staging corporate events. Meetings can be coupled with relaxation and spa procedures in the



Hodonín Spa, Ostrožská Nová Ves and Lednice.

WHAT TO VISIT

The castle in Valtice is one of the most treasured Baroque monuments in the Czech Republic and the best Moravian wines can be found in its cellars. The town is one of the two centres of the Lednice-Valtice cultural landscape, which is included in the UNESCO world heritage list. Two protected natural areas, Bílé Karpaty (the White Carpathians) and Pálava, are suffused with mysterious legends

HOW TO GET THERE

Via the international airports in Vienna, Prague or Bratislava, the airport in Brno ■

DIRECTORY

The DMC agency Avedon, which has its offices in the region, provides help with organising such events. Avedon s.r.o., Náměstí 30, 692 01 Mikulov. Tel.: +420 519 512 797-8, email: meetings@avedon.cz

Discover.. The City of Ostrava

Ostrava, the third largest city in the Czech Republic, is situated in the north-east of the country and forms the heart of the Moravian-Silesian region. It is located close to the Slovak and Polish borders on the banks of Ostravice River and offers beautiful views of the Beskydy Mountains.



The discovery of coal in the second half of the 18th century was to be a turning point in the history of the area, which would become an important European centre for the production of steel. But Ostrava lost its heavy industrial appearance long ago. Coal mining in the city came to an end in 1994 though its rich mining history is visible in its industrial sights dotted all over the city. Today Ostrava is an important business and culture centre with a wide range of attractions, including unique historical technological sites, cultural and sporting events of international importance, and a rich supply of accompanying services: www.ostrava.cz

ACCESSIBILITY

The city is an important thoroughfare and is very easily accessible by car, rail and air. It is located 365km from Prague, or about four hours by car. The new, high speed Pendolino passenger train covers the distance in less than 3.5 hours, by plane it takes an hour. There are regular flights to Prague and Vienna and new flights are being added regularly. Ostrava International Airport (OSR) is located just 20 km from the city centre:

www.airport-ostrava.cz

The Street that Never Sleeps

Stodolní Street, the popular tourist attraction, is located right here. It has become one of the most famous streets in the Czech Republic; a symbol of affordable nightlife. By

day, a calm area with cafés, by night, the buzzing and vibrant centre of the city. People flock to the street, with its more than 70 bars and pubs, where they can find just about anything they could hope for. There is no other place like it in the whole country. Today, Stodolní's reputation reaches far beyond the borders of the Czech Republic. It's "The Street that Never Sleeps" – especially on weekends ■



CONFERENCE AND EXHIBITION FACILITIES

Markets and exhibitions have a long tradition in Ostrava, dating back to the Middle Ages. Today, it is a great place to host a workshop, conference, seminar or congress. With ample accommodation, and new facilities coming on line in the next few years, Ostrava's reputation as an Exhibition and Conference Centre is set to grow.

Ostravské výstavy, a.s.

Tel: +420 596 167 112

www.cerna-louka.cz

Vítkovice Aréna, a.s.

(ČEZ ARÉNA)

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www.arena-vitkovice.cz

VŠB-TU Ostrava (Aula)

Tel: +420 597 325 530

www.vsb.cz

Dům kultury města Ostravy, a.s.

Tel: +420 597 489 111

www.dkmoas.cz

Dům kultury Akord

Ostrava-Zábřeh, s.r.o.

Tel: +420 596 762 511

www.dk-akord.cz



WHERE TO STAY

Hotel Atom ****

Tel: +420 596 702 111

hotel@atom.cz

www.atom.cz

Hotel Imperial ****

Tel: +420 599 099 717

rezervace@imperial.cz

www.imperial.cz



FESTIVALS, EVENTS

The Janáček May International Music Festival www.janackuvmaj.cz

Colours of Ostrava, International Festival of World Music - www.colours.cz

Folklore without Borders –

www.fbhostrava.wz.cz

Golden Spike, IAAF World Athletics Tour –

www.zlatatretra.cz

For more information about the festivals and events see also www.ostrava.info.cz

Five Pearls of the World in

Ostrava

5 World Pearls
& 25 Czech Pearls

Ostrava City Information Centre,
invites you to visit five pearls of the world:

Architectural pearl of the world – Slezsko-Ostrava Castle

- Effects of undermining
- Dropped 17 metres
- Did not collapse
- Year round events, such as Janáček May International Music Festival, Colours of Ostrava
- Sweet water fish aquarium
- Haunted crypt



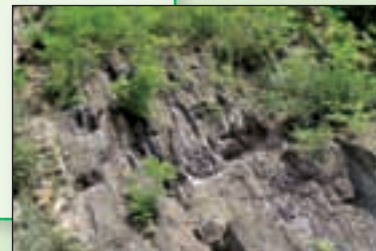
Natural pearl of the world – cone shaped Ema slag heap

- Rare tourist hiking sight
- 315 metres above sea level
- Internal temperatures of up to 1,500 °C, producing rare minerals, jaspis and porcelanit
- The surface temperature never drops below freezing, so prairie-type fauna and flora occur



Geological pearl of the world – slope mining coal-bearing shafts

- World-leading school of geology
- Near confluence of Odra and Ostravica rivers
- Only place in the world where slope mining coalbearing shafts come all the way to the surface
- Cycling/hiking trail runs nearby
- Lanek National Natural Monument in the neighbourhood



Balneological pearl of the world – Klimkovice Sanatorium

- 11 km aqueduct from OVA-Polanka
- Curative ancient sea water from the tertiary era
- Originates in carbon strata
- Iodine (900 times more than ordinary sea water) and bromine water
- Newest and most modern spa in the Czech Republic (1994)



Technical pearl of the world – “Dolní Vitkovice” National Cultural Monument

- Hlubina Mine, Koksovna, Vysoké Pece complex
- In operation between 1848 and 1996
- Only place in the world where the mining and use of coal was vertically integrated in a single location.

Visit places you will not find anywhere else in the world.

www.ostravainfo.cz

Ostrava



OSTRAVSKÝ INFORMAČNÍ SERVIS, s.r.o.
OSTRAVA CITY INFORMATION CENTRE

5 tips for your green meeting



▲ Natural Centre Jihlava City

TIP 1

The 3-star Hotel Adalbert, located in Prague 6, is the first Czech hotel to receive the European Union eco-label. It is situated in the environs of Břevnov Monastery, which was built in 993 and is one of the oldest Czech monasteries. The hotel has several halls, lounges and conference rooms that are ideal for meetings and events. The most representative is probably the Theresian Hall, where 200 persons can be seated in a Theatre set-up. Garden parties hosted here are also popular.



Country Life – Restaurant and shop:
Melantrichova 15, Praha 1.
Tel: 224 213 366
Jungmannova 1, Praha 1.
Tel: 224 247 280

Albio – Catering and shop:
Truhlářská 18, Praha 1.
Tel: 222 325 412
Restaurant:
Truhlářská 20, Praha 1.
Tel: 222 325 414



TIP 2

Ma Maison Hotels & Apartments now support the ORCO Property Group's "sustainable development programme" relating to ecology. The Belgická Residence in Prague, which offers 30 luxury apartments, is one of the first to apply this programme in practice. Sustainable development means more than just environmental protection - it is a means of saving energy and water in order to decrease operating costs. Energy is not wasted at the Residence and all plastic materials have been replaced by natural ones that can be better disposed of.

TIP 4

The Public Transport system in Prague provides a very good alternative to taxis and cars. The Prague underground is extremely convenient and clean and can get you anywhere in Prague. When in the centre, which is not very extensive, you can always walk. The Hotel Adalbert provides its guests with free public transport tickets.

TIP 3

There are currently 1,146 organic farmers and 178 producers of organic food in the Czech Republic, accounting for 7.41 per cent of the total agricultural land. At present, approximately 50 organic food shops and about 250 shops with health foods operate in the Czech Republic. Large shopping centres have small designated areas with health foods in their grocery stores. The most well-known shops and restaurants are Country Life and Albio. Our tip: why not order organic catering for your meetings and events? In Prague you can try these:



TIP 5

In larger cities you can find marked containers for recycling paper ("papír"), plastic ("plasty") and glass ("sklo"). Dispose of your rubbish in the designated containers - recycling saves energy.

& HOTELS & VENUES



I'M LOOKING FOR AN UNUSUAL VENUE AND HOTEL WITH A GOOD QUALITY-PRICE RATIO FOR OUR ANNUAL CONFERENCE. I'M SURE TO FIND IT IN THE CZECH REPUBLIC!

HOLIDAY INN PRAGUE CONGRESS CENTRE



**HOLIDAY INN
PRAGUE CONGRESS CENTRE**
ADDRESS: NA PANKRÁČI 15/1684
 140 00 PRAGUE 4
TEL: +420 296 895 000
FAX: +420 296 895 010
E-MAIL: reservation@holidayinn.cz
WEB: www.holidayinn.cz



ACCOMMODATION FACILITIES	
Total number of guestrooms/persons	251/502
Executive Rooms	50
Suites	7
Rooms for Disabled guests	2



At your service every season of the year!

- Four-star design hotel connected with the Prague Congress Centre
- Four meeting rooms with foyer and a total capacity of 230 people
- The Orangerie area and adjacent gardens
- The use of the Prague Congress Centre for larger events
- International and Czech cuisine
- The Café Restaurant Esprit – ideal for your important social events (cocktails, receptions, banquets, weddings, parties ...)
- Modern facilities and open plan premises
- Convenient parking at the hotel
- 5 minutes from the city centre using “Vysehrad” station on metro line C



CAPACITY					
	Classroom	Theatre	U-Shape	Cocktail	Banquet
Meeting Room A	38	58	21	58	35
Meeting Room B	38	58	21	58	35
Meeting Room C	28	42	15	42	20
Meeting Room D	50	75	27	75	50
Meeting Room A+B	75	115	42	115	65
Esprit Orangerie	60	80	30	80	40

PRAGUE CONGRESS CENTRE



PRAGUE CONGRESS CENTRE

ADDRESS: 5. KVĚTNA 65

140 21 PRAGUE 4

TEL: +420 239 072 222

FAX: +420 239 072 012

E-MAIL: booking@kcp.cz

WEB: www.kcp.cz



In addition to being an ideal venue for large events for over a thousand participants, the Prague Congress Centre also serves well for smaller-scale company or social events, such as general assemblies, training, workshops or press conferences.

We can offer the Congress Hall with a capacity of 2,764 persons and the Forum Hall with a capacity of 1,034 persons and another 18 air-conditioned halls with a capacity ranging from 80 to 700 persons, and 50 meeting rooms with variable configurations.

In addition, we offer high quality exhibition space with a total area of 13 000 m² ■



CAPACITY					
	Classroom	Theatre	U-Shape	Cocktail	Area (sq.metres)
Congress Hall		2764			4214,0
Forum Hall	750	1034		1200	1873,4
Small Hall	220	300		350	411,0
Chamber Hall	100	180		230	278,7
Conference Hall	170	220		240	352,3
South Hall	480	600		900	1003,0
North Hall	140	220		280	329,0
Terrace 1	120	160	50	240	263,0
Terrace 2	90	120	60	200	230,0
Panorama Hall	240	410		500	532,0
Meeting Hall 1	300	430		500	548,0
Meeting Hall 2	oval table 24				96,0
Meeting Hall 3	round table 12				77,6
Meeting Hall 4/5	150	240		250	276,4
Meeting Hall 5	150	240		250	276,4
Meeting Room 16x	15-40	20-55	10-30		867,0
Congress Hall Foyer 2nd Floor A+B+C				2000	2535,5
Forum Hall Foyer 2nd Floor				1150	1447,0

DORINT HOTEL DON GIOVANNI PRAHA



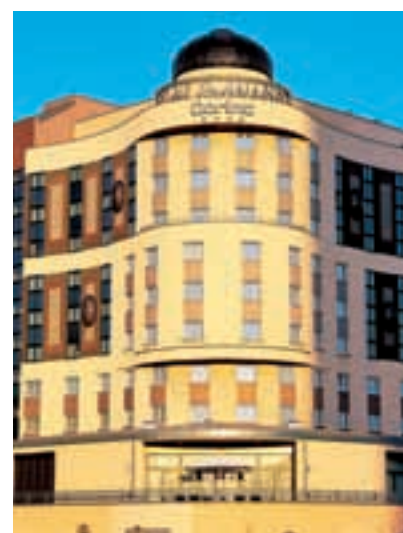
DORINT HOTEL
DON GIOVANNI PRAHA
ADDRESS: VIHOHRADSKÁ 157 A
 130 20 PRAGUE 3
TEL: +420 267 031 601
FAX: +420 267 036 715
E-MAIL: bookings.prague@dorint.com
WEB: www.dorint.com



ACCOMMODATION FACILITIES	
Total number of guestrooms	397
Superior Rooms	322
Expect more Rooms	33
Expect more Suites	41
Presidential Suite	1



The charm and spirit of the Don Giovanni provides an inspirational ambiance, from the sculpted heart in the foyer to the costumes of Mozart's famous opera decorating the walls around you. A rich combination of colourful lighting creates a unique and trendy atmosphere unrivalled in this truly exceptional city. The Dorint Hotel Don Giovanni Praha is the perfect venue for meetings, incentives, conferences and events. The latest technology, WiFi-ISDN is available with all the necessary support to turn your MICE booking into a success. Our team of experienced professionals will be constantly at your disposal to work as closely as possible. We are committed to providing complete satisfaction ■



CAPACITY					
	Classroom	Theatre	U-Shape	Cocktail	Area (sq. metres)
Don Giovanni 1	70	145	50	135	135
Don Giovanni 2	80	160	55	150	150
Don Giovanni 3	70	145	50	135	135
Zerlina	50	75	30	90	95
Donna Elvira	40	75	30	80	85
Donna Anna	40	75	30	70	70
Leporello	25	40	18	60	65
Don Ottavio	40	65	20	80	85
Masetto	35	50	20	70	75
Boardroom 1	18	30	14		40
Boardroom 2	-	-	-		15
Boardroom 3	15	20	14		30
Boardroom 4	10	16	14		20
Boardroom 5	15	25	14		20
Boardroom 6	15	25	14		28
Boardroom 7	15	25	14		30
Boardroom 8	-	-	-		20
Boardroom 9	8	16	8		20

PALACE ŽOFÍN PRAGUE



Žofín Palace has been a leading centre of cultural and social life in Prague since 1837. A list of all the events arranged here through Agentura NKL Žofín s.r.o. since 1994 would be a very long one indeed, which testifies to the palace's continued importance. In this list you would find concerts by some of the world's greatest stars; gatherings of statesmen and women and diplomats; international congresses and conferences; presentations given by leading companies; conferences of industrialists, bankers and traders; prestigious balls and many other events.

It is said that anyone of real importance can often be seen at Žofín, though everyone is welcomed by us. We can offer Prague's loveliest halls, as well as top-flight services and a team that is dedicated to ensuring satisfaction. Anyone who invests resources in an event demands quality in return.

At Žofín this quality is delivered.



PALACE ŽOFÍN PRAGUE

AGENTURA NKL ŽOFÍN S.R.O.

ADDRESS: TUNELÁŘŮ 325
156 00 PRAGUE 5

PALÁC ŽOFÍN

ADDRESS: SLOVANSKÝ OSTROV 226
110 00 PRAGUE 1

RESERVATIONS:

TEL: +420 224 934 880

FAX: +420 224 934 880

E-MAIL: obchod@zofin.cz

WEB: www.zofin.cz



HOTEL PRESIDENT



HOTEL PRESIDENT

ADDRESS: NÁMĚSTÍ CURIEOVÝCH 100
110 00 PRAGUE 1

TEL.: + 420 234 614 100/111 (operator)

FAX: + 420 234 614 110

RESERVATION:

TEL.: + 420 234 614 169

FAX: + 420 234 614 117

E-MAIL: reservations@hotelpresident.cz

WEB: www.hotelpresident.cz



Situated on the right bank of the river Vltava, with breathtaking views of Prague Castle, the President Hotel benefits from one of the best locations in the city. Just a minute's walk from the centre of the Old Town, the hotel is also close to some of the best shops and restaurants in the city, as well as having easy access to the main banking and commercial centres by both road and public transport. Whether visiting Prague for business or leisure, the newly refurbished President Hotel offers guests that little bit extra; all the amenities and convenience of a five-star hotel in a friendly and comfortable environment.

Our 130 spacious, originally-designed guestrooms are equipped with air-conditioning, a safe, telephone, Satellite TV and Pay TV, data cable with high-speed Internet connection, a mini-bar, hair dryer, iron and ironing board. The Executive rooms, the Executive Lounge and all public areas, including conference premises, offer complimentary Wi-Fi.

Our 6 multi-functional meeting rooms are suitable for meetings, seminars and conferences, as well as gala dinners and other events, and can accommodate up to 200 persons. Audio-visual equipment is available in all rooms. Pre-function areas in front of the meeting rooms are ideal for coffee breaks, quick working lunches or cocktail receptions. Our professional service and attention to detail ensure that you will enjoy an unforgettable meeting experience ■

ACCOMMODATION FACILITIES	
Total number of rooms	130
Deluxe Rooms (Incl. 2 Rooms for Disabled guest)	64
Superior Rooms	13
Executive Rooms	17
Junior Suites	26
Junior Executive Suites	6
Senior Suites	2
Senior Executive Suite	1
Presidential Suite	1



CAPACITY					
	Classroom	Theatre	U-Shape	Cocktail	Area (sq. metres)
Velázquez I	51	90	24	80	95
Velázquez II	73	115	24	100	115
Velázquez I + II	130	200	56	240	210
Picasso	79	100	34	130	130
Murillo	19	30	10	25	32
Goya	25	40	18	40	35

PRAGUE MARRIOTT HOTEL



The Prague Marriott Hotel is conveniently located in the heart of the city, just a few steps away from the Old Town Square and Prague's other major tourist attractions.

In true Marriott style, the luxurious accommodation will exceed your expectations and spoil you in comfort. The rooms were recently renovated and guests will find them even more comfortable and luxurious than before. The latest improvements include new décor, which has been enhanced by new interior design elements, predominantly made from glass. The addition of glass elements further underlines our "Creating Crystal Moments" positioning, which pervades the hotel's unique service and atmosphere ■

PRAGUE MARRIOTT HOTEL

ADDRESS: V CELNÍCI 8

111 21 PRAGUE 1

TEL: +420 222 888 888

FAX: +420 222 888 889

ROOM RESERVATIONS:

TEL.: +420 222 888 822

EMAIL:

prague.reservations@marriotthotels.com

MEETINGS, CONFERENCES

AND GROUP REQUESTS:

TEL.: +420 222 888 861

EMAIL:

martin.kotatko@marriotthotels.com

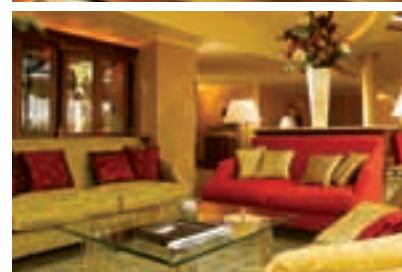
WEB: www.marriottprague.com

ACCOMMODATION FACILITIES

Total number of rooms	293
Presidential Suites (Crystal 92 m ² , Moser 120m ²)	2
Bi-level suites (3x smoking, 2x non-smoking)	5
Junior Suites (22x non-smoking, 6x smoking)	28
Executive Rooms (29x non-smoking, 11x smoking)	40
Deluxe Rooms (175 non-smoking, 43x smoking)	218

CAPACITY

	Classroom	Theatre	U-Shape	Cocktail	Area (sq.metres)
Bohemia Ballroom					
1 + 2 + 3	360	700	114	550	486
1 + 2	270	450	88	400	370
2 + 3	240	420	88	400	348
1	96	150	43	120	138
2	170	300	70	250	232
3	72	120	40	100	116
Moravia Ballroom					
1 + 2 + 3	150	250	60	230	266
1 + 2	90	170	40	160	176
2 + 3	99	180	40	160	196
1	45	80	24	70	71
2	60	110	30	90	106
3	45	90	24	70	90
Valtice	27	40	18	30	57
Karlštejn	27	40	18	30	57
Boardroom					18
Hluboká 1 + 2	63	120	N/A	100	124
Hluboká 1	57	100	33	80	92
Hluboká 2	N/A	24	10	N/A	32



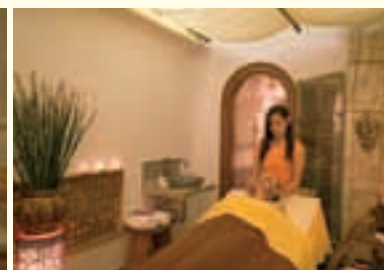
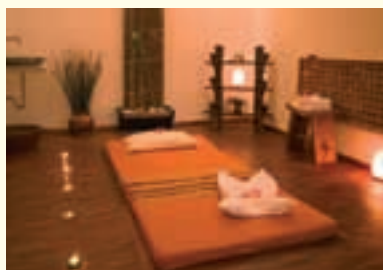
A M B A S S A D O R G R O U P

Ambassador Group is offering luxurious accommodation for congress participants, relaxation lovers and golf players in Prague as well as in West Bohemia.



interhotel

AMBASSADOR • ZLATÁ HUSA



Václavské náměstí 5-7,
111 24 Prague 1,
Czech Republic
e-mail:
hotel@ambassador.cz
www.ambassador.cz
www.ambassador-hotel.eu

Operator:
tel.: 00420-224 193 111
Reception:
tel.: 00420-224 193 121
fax: 00420-224 230 620

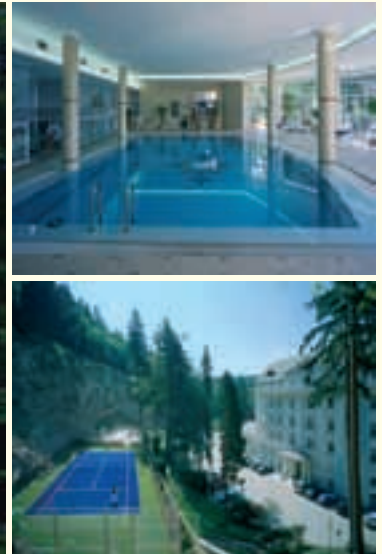
Reservation:
tel.: 00420-224 193 876
fax: 00420-224 226 167
Banquet Dept.:
tel.: 00420-224 193 817
fax: 00420-224 193 651

GDS Access Codes:
Amadeus – TPRGAMB,
Sabre – TP37657,
Worldspan – TP24542,
Galileo – TP75154



Ambassador Group is offering luxurious accommodation for congress participants, relaxation lovers and golf players in West Bohemia as well as in Prague.

HOTEL *****
Esplanade
 SPA & GOLF RESORT



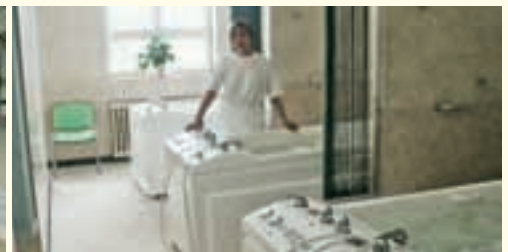
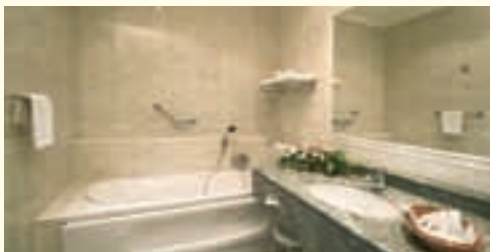
Karlovarská 438,
 353 01 Marienbad,
 Czech Republic
 e-mail:
hotel@esplanade-marienbad.cz
www.esplanade-marienbad.cz
www.esplanade-hotel.eu

Operator:
 tel.: 00420-354 676 111
Reception:
 tel.: 00420-354 622 162
 fax: 00420-354 627 850

Reservation:
 tel.: 00420-354 627 855
 fax: 00420-354 627 860
Banquet Dept.:
 tel.: 00420-354 627 853
 fax: 00420-354 627 863

GDS Access Codes:
 Amadeus - GW KLVESP,
 Apollo/Galileo - GW 41889,
 Sabre/Abacus - GW 5588,
 Worldspan - GW 5111

Hotel
Agricola
 WELLNESS CENTRE



Tyršova 31, 353 01 Marienbad, Czech Republic Reception: tel.: 00420-354 611 111, fax: 00420-354 622 754
 e-mail: hotel@hotel-agricola.cz • www.hotel-agricola.cz • www.agricola-hotel.eu

VILLA DREUCICI



Villa Dreucici - More than a thousand years of history

Catering and entertainment in the Middle Ages

The former medieval fortress Villa Dreucici is situated a mere 18 km north-east of the centre of Prague and is easily accessible. The first written mention of the fortress dates from 1052.

The fortress is a listed Czech historical monument and displays a range of historical styles, from Gothic to modern. Today it is used for catering purposes.

Join us on a journey to the Middle Ages! We will take you back in time during your conference dinner at the former medieval fortress, Villa Dreucici. You will enjoy exciting games and visits to the workshops of ancient craftsmen, mouthwatering medieval cuisine, a breathtaking fire show, tempting oriental dancers, unbelievable magic and many other attractions ■

Events for up to 2222 persons:

Large courtyard with covered passages – 1,800 m²

Capacity 1000 persons

Covered passages – 200 persons at tables

Extra cover with a 25 x 15 m marquee – 200 persons at tables

Small courtyard – 100 m²

Capacity 50 persons

Three-storey building – 3 x 380 m²

Capacity 1040 persons

Ground floor capacity – 300 persons at tables

First floor capacity – 350 persons at tables

Second floor capacity – 350 persons at tables

Gothic cellar bar – 40 persons at tables

Single-storey building – 140 m²
Capacity 150 persons at tables

VILLA DREUCICI

ADDRESS: V ŠTÍHLÁČH 18/1317

140 00 PRAGUE 4

RESERVATIONS:

TEL: +420 603 267 196, +420

608 267 196

FAX: +420 241 470 592

EMAIL:

vladimir.zenisek@villadreucici.net

WEB: www.villadreucici.net



GRANDHOTEL PUPP KARLOVY VARY



GRANDHOTEL
PUPP

The Grandhotel Pupp offers the largest and most prestigious conference rooms in Karlovy Vary. Prestigious facilities and exclusive services are not the only advantages of the Grandhotel Pupp; our long tradition and rich experience of providing conference services are the reasons why every year the most pre-eminent companies in the Czech Republic choose the Grandhotel Pupp for their meetings and events.

Are you thinking about arranging your company event in the beautiful town of Karlovy Vary, a tranquil spa town with an unique atmosphere, and are you looking for the best quality, which has been proven for more than 300 years? The Grandhotel Pupp is the best choice for you. The success of your event is our responsibility ■



GRANDHOTEL PUPP KARLOVY VARY

ADDRESS: MÍROVÉ NÁMĚSTÍ 2

360 91 KARLOVY VARY

TEL: +420 353 109 111

FAX: +420 353 224 032

E-MAIL: pupp@pupp.cz

WEB: www.pupp.cz

ACCOMMODATION FACILITIES

GRANDHOTEL PUPP DE LUXE 5 STARS

Total number of guestrooms	111
Single Rooms	19
Double Rooms	57
Junior Suites	14
Premier Suites	15
Apartments	4
Apartment Emperor	1
Apartment President	1

ACCOMMODATION FACILITIES

GRANDHOTEL PUPP 4 STARS FIRST CLASS

Total number of guestrooms	117
Single Rooms	12
Double Rooms	95
Apartments	10



CAPACITY

	Classroom	Theatre	U-Shape	Cocktail	Area (sq. metres)
Festive Hall					
-ground floor	290	400	100	550	735
-balcony	–	75	–	250	366
Bohemia I	18	36	20	25	53,2
Bohemia II	30	48	30	40	68,9
Bohemia I +II	70	100	50	70	122
Bohemia III	12	–	–	–	32,5
Beethoven I	8	–	–	–	31,9
Beethoven II	15	20	15	20	44,7
Beethoven III	15	20	15	20	28,6
Beethoven II+III	30	40	30	40	73,8
Chopin I	20	30	20	35	57,8
Chopin II	20	42	25	35	75
Chopin I + II	40	80	45	70	132,8
Mattoni	24	–	–	30	52,6
Amadeus	10	–	–	–	40,6

Everything Under

One Roof



THE BABYLON CENTRE is the largest, out-of-Prague hotel and covered congress complex in the Czech Republic. An ideal place for hosting business meetings, teambuilding events or large congresses that last for several days.

Accommodation, congress, social and entertainment premises are all conveniently situated under one roof, so you don't even have to leave the building. The more than 40 meeting and communal rooms have a diverse interior noted for its vivid colour, variety and originality. On entering Babylon, you find yourself in a different world, with a themed aqua park, wellness and fitness services and other facilities for relaxation, recreation and active leisure. The environment and services provided are simply unique ■



CENTRUM BABYLON LIBEREC



CENTRUM BABYLON LIBEREC

ADDRESS: NITRANSKÁ 1

460 12 LIBEREC

TEL.: +420 485 249 778

FAX: +420 485 249 404

E-MAIL:

kongres@centrumbabylon.cz

GPS: 50°45'32" N, 15°03'08" E

WEB: www.kongresybabylon.cz



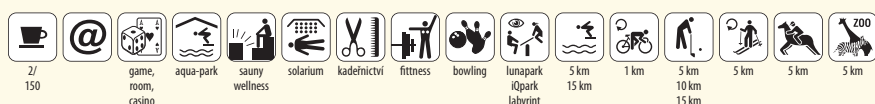
ACCOMMODATION FACILITIES

Total number of rooms	430
Expect More Suites	15
Presidential Suite	1

CAPACITY

	Classroom	Theatre	U-Shape	Cocktail	Dining	Area (sq. metres)
EXPO Hall+	400	950	200	800	600	1015
Conference Hall+	150	300	70	300	200	330
Congress Hall+	160	250	80	280	200	322
Business Centre No.27	40	70	40	80	50	100
Business Centre No.32	30	45	26	60	40	75
Business Centre No.33	60	90	40	90	60	115
Conference Room 1	60	90	36	120	100	150
Conference Room 2	15	25	12	30	20	36
Conference Room 3	32	60	30	60	45	85
Conference Room 4	60	80	36	120	60	145
Conference Room 5	15	25	12	40	20	49
Banquet Hall+ G	250	300	180	400	236	470
Bowling+				150	50	394
Casino Las Vegas				100	30	260
BABYLON Disco+	120	150	60	300	400	323
Gold Club+	100	300	80	350	230	615
Moravian Wine Bar+				100	50	141
LUXOR Restaurant+ G		200		150	96	323
ATRIUM Restaurant+G	140	100		250	136	226
Old Czech Court G	80	150		80	110	156
Terasse Pod věží+		500		1500	600	2500
Castle Cellar P+ G	100			250	140	322
Aquapark -Fountain Atrium+		200		300	100	400
Tropical Garden Atrium+		350		300		435
iQpark+		80		150		849
Lunapark+				200		1536

And twenty other Meeting Rooms and Salons of different sizes + Rooms ideally suited for buffets and social gatherings G Gastronomy



BEST WESTERN PREMIER HOTEL INTERNATIONAL



BEST WESTERN PREMIER HOTEL INTERNATIONAL BRNO

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FAX: +420 542 210 843

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WEB: www.hotelinternational.cz



Our modern building is situated below Špilberk castle in the historical part of the town, next to the St. Peter and Paul Cathedral. In the vicinity of the hotel you can find various museums, theatres, concert halls, restaurants and shopping centres.

Honoured guests of Brno often stay in the hotel. Her Majesty Queen Elizabeth II, Queen of the United Kingdom of Great Britain and Northern Ireland, has probably been the most prominent guest. Other important guests have been Czech presidents, including Václav Havel and Václav Klaus, Henri, Grand Duke of Luxembourg, and the former US Secretary of State, Madeleine Albright.

This year the hotel is celebrating its 45th anniversary. Apart from luxurious and comfortable accommodation, congress and conference facilities, it also provides guests with the option to actively improve their health and well-being.

The wellness and fitness zone, with its 1,100 square metres, includes a jacuzzi with salty sea water, massages, steam spas, Finnish and infra saunas, a gym and a number of other services ■

ACCOMMODATION FACILITIES	
Total number of guestrooms	260
Single Rooms Executive	107
Double Rooms Executive	111
Single Rooms Premier	13
Double Rooms Premier	18
Apartments	11



*A new Standard
of Excellence*

Hotel International Brno



CAPACITY					
	Classroom	Theatre	U-Shape	Cocktail	Area (sq. metres)
Congress Hall and Kaskada Hall	258	500	-	500	533
Congress Hall	165	350	101	290	273
Kaskada Hall	150	250	-	250	260
Foyer	-	-	-	-	130
Conference room I	39	61	27	30	58
Conference room II	33	51	22	30	56
Conference room III	42	66	34	40	67
Conference room IV	45	69	34	40	74
Conference room V	27	48	33	40	68
Conference room III+IV	75	132	-	120	141
Conference room I-IV	-	-	-	240	255
Foyer Conf. room I-IV	-	-	-	60	80

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- I DON'T KNOW WHERE TO FIND INFORMATION AND CONTACTS.
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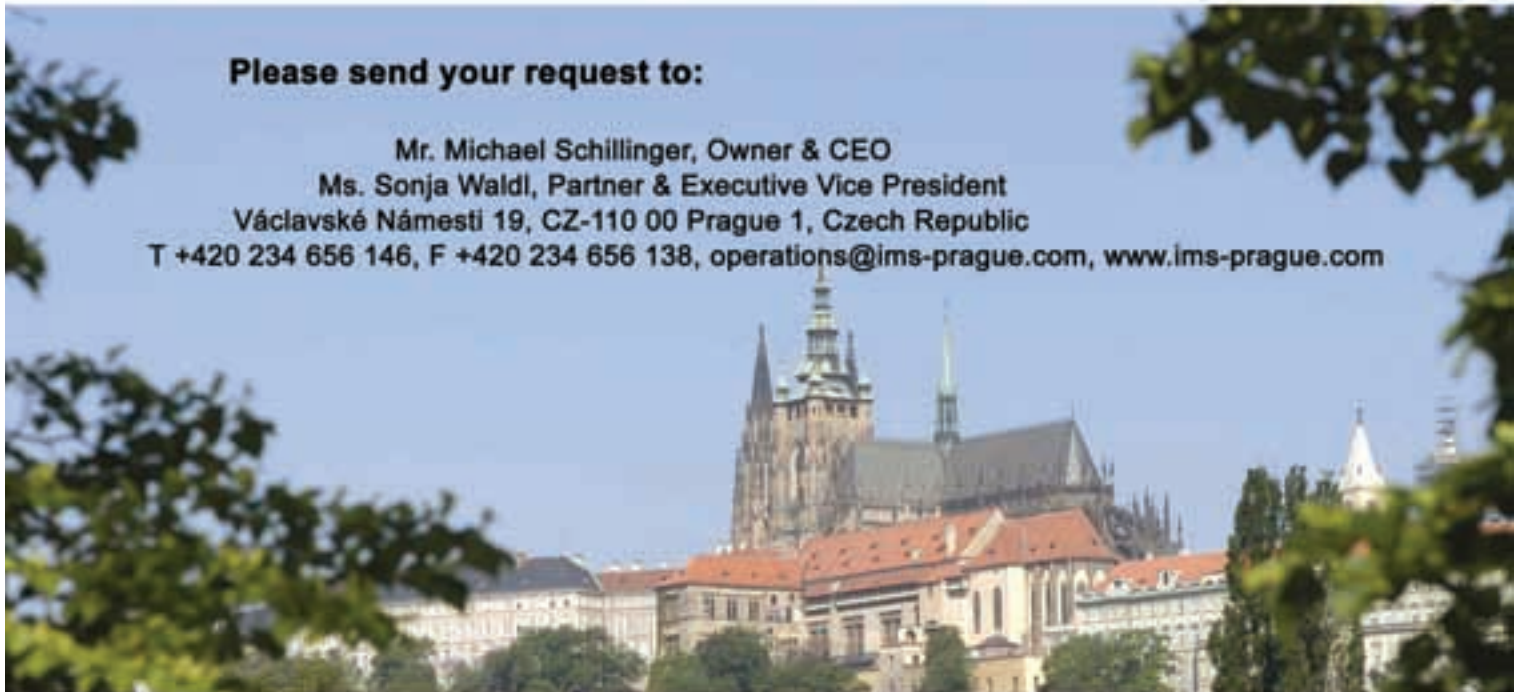
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EIBTM 2007:

EUROPE in the SPOTLIGHT

EIBTM 2007 is set to have a record number of European exhibitors at this year's event showcasing an extensive range of venues, products and services from this popular region of the world. New companies, increased stand space from returning exhibitors and a maintained presence by European destinations will see the most diverse representation for many years.

Central and Eastern Europe will have a significant presence at the event supporting its growing popularity as a meetings and incentives destination.

success for us and we try to attend well prepared in order to provide up to date information to Hosted Buyers and visitors. There are a number of novelties on the Hungarian meetings and incentives market including plenty of new hotels and conference venues as well as several ones still being built. We will launch them at EIBTM along with our new brochure, The Meeting Planners' Guide to Hungary that will be published in September this year."

Northern Europe will also have a stronger presence at EIBTM this year with Sweden increasing its stand size

erates Birmingham Convention Bureau, said "Research has revealed that the events industry in the West Midlands is worth a staggering £6bn to the regional economy and £2.3bn in Birmingham alone. It is therefore clearly essential that we continue to grow this area and attract more high profile events to the city. Our decision to exhibit in Barcelona reflects our confidence in Birmingham's credentials as a leading events destination, and in the city's ability to attract international acclaim."

Spain will have a strong representation from hotels, venues and con-

Strong presence from Central and Eastern Europe Two major European cities, Munich and Birmingham to exhibit independently Large and diverse representation from Spain

Croatia has increased its stand space by 18%, Hungary is taking 90sqm and Romania has increased by a massive 64%. Poland, Slovenia and Ukraine are returning to exhibit this year whilst Slovakia's stand will be over a third larger than in previous years. The city of Vilnius, Lithuania will also have its own stand almost 30% bigger than last year.

Vera Szűcs-Balás, Manager for the Hungarian Convention Bureau stated: "We think EIBTM is a great opportunity to promote Hungary as a destination for congresses, conferences and other business events. This is the 7th time we are exhibiting at EIBTM, and we are looking very much forward to it. It always has been a huge

by almost 30%, Norway by 8% and Iceland has increased by 66% more space. Denmark, Lapland and Finland will not miss out on the business that EIBTM generates as they are all returning to the show again this year. Other European destinations set to have an even larger presence at EIBTM this year include Britain, Austria, Germany and France. Two major European cities, Munich and Birmingham, have decided to exhibit independently for the first time to focus on their own product offering and brand values which they feel are more than a match for their competitors.

Ian Taylor, Commercial Director at Marketing Birmingham, which op-

vention bureaus such as Turismo Andaluz who have increased their stand size by 70% and first time exhibitors Hoteles Santos, Palau Moxó, Port Aventura S.A, Casa Llotja de Mar, Unitursa and Vincci Hoteles sa.

Mandy Torrens, Exhibition Director commented: "With the exhibition floor larger than ever before, the range and diversity of products and services on offer for buyers and visitors to discover at EIBTM this year is set to be extensive."

The Fira Gran Via venue in Barcelona, Spain will be home to EIBTM from 27th-29th November 2007. For further information on EIBTM please visit the website: www.eibtm.com ■

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"During my visit to EIBTM in Barcelona I achieved in 48 hours a series of goals which would have taken a period of months to achieve. For this reason I can highly recommend the exhibition to anyone."

Mr. Antonio Minetti,
Commercial Director Planet Services S.R.L



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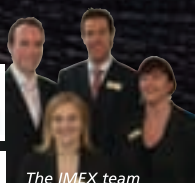


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2007

25 – 27 th SEPTEMBER	MOTIVATION SHOW Chicago www.motivationshow.com
1 & 2 OCTOBER	ACCESS Congresses, Meetings and Incentives Business & Communication Vienna, AUSTRIA www.access-austria.at
3 – 5 th OCTOBER	CIS Travel Market St. Petersburg, RUSSIA www.reedtravelexhibitions.com
23 – 25 th OCTOBER	IT & CMA – Incentive Travel & Conventions, Meetings Asia/CTW – Corporate Travel World Bangkok, THAILAND
29 & 30 OCTOBER	Business Travel Show Dubai, UAE www.businesstravelshow.com
27 – 31 th OCTOBER	ICCA International Congress & Exhibition Pattaya, THAILAND www.iccaworld.com
7 – 9 th NOVEMBER	MICE EUROPE Congress The Fairmont, MONACO www.miceurope.com
8 & 9 NOVEMBER	BTC International Roma, ITALY www.btc.it
12 – 15 th NOVEMBER	WTM London, UK www.wtmlondon.com
15 & 16 NOVEMBER	BTF Central & Eastern European Business Tourism Fair Warsaw, POLAND www.btf.waw.pl
27 – 29 th NOVEMBER	EIBTM The Global Meetings and Incentives Exhibition Barcelona, SPAIN www.eibtm.com
3 – 6 th DECEMBER	ILTM International Luxury Travel Market Cannes, FRANCE www.iltm.net
3 – 6 th DECEMBER	IGTM International Golf Travel Market Cancun, Mexico www.igtm.co.uk
4 – 6 th DECEMBER	Luxury Travel Expo Las Vegas, USA www.luxurytravelexpo.com

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6 & 7 FEBRUARY

BEDOUK The Meeting Industry Exhibition

Paris, FRANCE www.bedouk.com

12 – 14th FEBRUARY

CONFEX

London, ENGLAND www.international-confex.com

19 & 20 FEBRUARY

AIME The Asia Pacific Incentives & Meetings Expo

Melbourne, AUSTRALIA www.aime.com.au

5 – 9th MARCH

ITB

Berlin, GERMANY www.itb-berlin.com

18th MARCH

MICE FORUM

Moscow, RUSSIA www.miceforum.ru

19 – 22nd MARCH

MITT

Moscow, RUSSIA www.mitt.ru

19 & 20 MARCH

EMIF The European Meeting Industry Fair

Brussels, BELGIUM www.aboutemif.com

8 – 10th APRIL

GIBTM Gulf Incentive Business Travel & Meeting

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22 – 24th APRIL



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