

Prague
Congress
Centre
magazine

2_2024

Let's Meet!

Where moments *matter*.



A looking back
at the year's events:
the ISHLT Congress

Olympic athletes
visit the Prague
Congress Centre

HW Lab,
a state-of-the-art
training centre

↑
Jakub Jurka, winner of
a fencing bronze medal
in the Paris Olympics



Žofín

WE ARE LOOKING
FORWARD TO SEEING
YOU BACK AT ŽOFÍN.



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► We are a premium brand and are thriving

Dear readers,

Prague has been named the sixth most desirable congress destination in the world, and one of the TOP 5 in Europe. I am delighted that organisers of professional events from abroad choose our Prague Congress Centre. The world's leading scientists, doctors and businessmen come here to attend congresses and conferences, while promoting sustainable tourism. I am pleased that our long-term efforts and investments are bearing fruit. The PCC has become the premium brand of the convention industry and we are doing very well indeed.

This is evidenced by the fact that we have achieved record revenues for two years in a row now. They are higher than in 2019, before the Covid-19 pandemic. 2022 was already a special year for us, as we hosted the Presidency of the Council of the European Union. Last year confirmed that international congresses are returning to Prague again, and not only thanks to our hosting this biannual event. Revenues from short-

term events increased by 15 percent. We saw the largest growth in revenues - 30 percent - in the hotel segment. It is no secret that we achieved total revenues of CZK 609.6 million, a 15 percent increase for the company as a whole.

This spring, we hosted the prestigious ISHLT (International Society for Heart and Lung Transplantation) Congress, which was attended by more than 3,500 delegates from all over the world. You can read more about this successful event here in our magazine. We have also forged new partnerships and continue to find more opportunities to connect with the community around us. We have opened HW LAB Prague, a state-of-the-art educational centre in our premises, we have welcomed Olympic athletes, who received the Olympic collection before travelling to Paris, we have installed new works of art, and also hosted some interesting exhibitions, from Particles and Arnošt Lustig to MACHT2 in the Holiday Inn Prague, featuring 600 artistic shots by Czech pho-

tographer Jiří Macht. In other words, we are turning the PCC into the cultural epicentre of Prague.

In addition, we regularly invest in renovating and refurbishing our premises. This year we've focused on improving the supply route and removing graffiti, for example. We're preparing a project to revitalise our northern terrace and significantly change the public space in front of the PCC, which will no doubt be to the satisfaction of many Prague residents. We are eagerly awaiting the decision of our shareholders regarding the construction of a new multi-purpose hall, which we undoubtedly need to enable us to grow further.

Thank you all for being as interested and entertained by what's going on at the PCC as we are. Happy reading.


Lenka Žlebková
 Director General of PCC



Dance World Cup 2024

At the turn of June and July, the Prague Congress Centre was visited by almost 10,000 young dancers from all over the world! It hosted the prestigious finals of the World Dance Cup 2024, the world's largest dance competition for children and youngsters aged 4 to 25. They competed here in various categories such as modern dance, ballet and hip hop, to name but a few. Taking care of so many children from 54 countries for ten days was a challenge, but it turned out to be a great success!

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Artistic Loop in the hotel garden

In cooperation with the Art District Vyšehrad project, another work by renowned artist Martin Steinert has been created in the garden of the Holiday Inn Prague. After the success of the "Spiral" we've now also had the "Loop" since the summer. This installation was made using approximately 1,200 wooden slats and 4,000 galvanised bolts, weighs 500 kilograms and is not only a haven of peace and quiet, but also an ideal spot to take some beautiful photographs or hold smaller wedding ceremonies with a spectacular view. Discover Vyšehrad from a different angle and come and admire a new work of art in our garden!



World Congress of Internal Medicine (WCIM) 2024

The World Congress of Internal Medicine is a prestigious gathering of leading experts from all branches of internal medicine. It was therefore our pleasure to host the 37th annual WCIM at the Prague Congress Centre in late October and early November. This annual congress offers physicians, scientists, researchers and other health professionals an opportunity for international collaboration and presents them with the latest trends. It is also an opportunity to present the Czech Republic and our healthcare sector.



World Muscle Society in Prague

The World Muscle Society is a dynamic community that aims to promote and disseminate all aspects of neuromuscular physiology and disease, from basic science to patient care. It encompasses a wide range of scientists and health professionals who share a common interest in neuromuscular diseases alongside their shared missions and values. We were therefore pleased to provide the facilities for their world congress on acquired myopathy, which was supported by the Czech Neurological Society and attended by over 1,500 experts.

Repairing, improving, upgrading

Those who were around back then will know that the Prague Congress Centre was built in 1976-1981, at that time as the Palace of Culture. Since then it has been refurbished several times and we are almost constantly working to improve and upgrade it. The building management and technical team kept busy during the summer and carried out a number of repairs, such as repainting the Congress Hall stage, redecorating the corridors, replacing the carpets with vinyl flooring, repairing the exterior ramps and access roads and removing graffiti.

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Towards sustainability



We care about our planet. We are therefore taking more and more steps towards achieving sustainability and becoming a "green-PCC". Thanks to technology and a proactive approach, we have proven that even monumental spaces that host large congresses and social events can be run on a sustainable basis. We've had solar panels installed on the roof of our building, and our photovoltaic power plant, which, incidentally, is the size of a football pitch, started to supply electricity in late 2023. This emission-free electricity source with 2,080 solar panels now covers 10 % of our annual electricity consumption. This will save over ten tonnes of CO₂

a year, enough to fill 1,740 hot air balloons. Since 2016, we have been continuously reducing our carbon footprint (last year our company generated a carbon footprint of 6.51 thousand tonnes of CO₂e - as measured by GreenOmeter). We therefore believe that this year's result will be even "greener".

Czech Mussel Week

The 6th annual Czech Mussel Week was held across the Czech Republic from 16 to 22 September 2024, with our restaurant Esprit once again taking part. Guests were able to enjoy a special menu prepared by our chefs with fresh Dutch mussels. Besides the traditional mussels in white wine, the menu also featured some innovative alternatives, such as mussels in curry sauce or black beer.

What's coming up at the Prague Congress Centre

Calendar of selected events

6



See here for
the current list
of events



17-18 December 2024
Mireille Mathieu

The hugely popular French chansonnier, hailed as the successor of Edith Piaf, is returning to Prague again as part of her 60 YEARS OF LOVE tour, due to overwhelming demand from her Czech fans. She chose the renovated concert hall and excellent acoustics of the Prague Congress Centre for her two concerts.

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01

17 January 2025
**Duke Ellington
Orchestra**

The only orchestra that can officially bear the name of legendary American jazz composer Edward "Duke" Ellington celebrated its 100th anniversary last year. It will be coming to Prague to showcase its masterful jazz interpretations.



Where
moments
matter.

02

24 February 2025 Hogwarts Magic Symphony

This fabulous programme promises an evening full of real musical magic performed by the Lords Of The Sound Symphony Orchestra. It will sweep audiences off into the magical world of Harry Potter and bring to life the most striking musical moments from all parts of this legendary film saga.

03

3 March 2025 Prague Cello Quartet

The Prague Cello Quartet is a group of four musicians who perform original arrangements of classical, jazz, film, rock and pop melodies. Their concerts combine music with a sense of humour and are fun for audiences of all ages, including children.

25–27 March 2025 Retail Summit 2025

The Czech Republic is becoming a new centre for innovators. From state-of-the-art technologies to innovations in products and retail services. What matters is whether they find their way into the hearts of customers. The theme of the 31st annual Retail Summit is „Heart for Innovation“.

24–26 April 2025 SEUD Congress 2025

The Society for Endometriosis and Uterine Disorders (SEUD) aims to provide an international scientific platform to help and train every physician working with endometriosis and uterine disorders to better manage the treatment of gynaecological malignancies and related uterine dysfunctions.

04



28 April 2025 Absolute Britney

The unforgettable „princess of pop“ Britney Spears performed by the talented Lucy Rose - a unique performance entitled Absolute Britney. There will be no shortage of iconic costumes and timeless choreography, but above all Lucy's ability to imitate the singer's voice, style and legendary dance moves.



2 May 2025 PIAF SYMPHONIC

Nathalie Lermitte will be performing Edith Piaf's greatest hits at the Prague Congress Centre, accompanied by the Philharmonic Orchestra and in original arrangements by Nobuyuki Nakajima. Experience the magic of the PIAF SYMPHONIC, where classical and popular music come together!

7-11 May 2025 World Congress on ADHD

In May 2025, the Prague Congress Centre will host the eighth annual ADHD World Congress, presenting the latest research findings from colleagues around the world.

05



Event of the year 2024

44th annual ISHLT Congress

The annual congress of the scientific section of the ISHLT (International Society for Heart and Lung Transplantation) was held at the Prague Congress Centre from 10 to 13 April 2024. We were visited by a total of 3,627 experts from 61 countries. Considering the number of participants, the importance of the gathering, and the complexities involved in organising it, this was our event of the year.

The International Society for Heart and Lung Transplantation (ISHLT) is a US-based, non-profit, multidisciplinary professional organisation dedicated to improving the care of patients with advanced heart or lung disease through transplantation, mechanical support and innovative therapies. It is the world's largest organisation dedicated

to research, education and advocacy in end-stage heart and lung disease. The members of ISHLT span more than 15 different professional disciplines. More than three and a half thousand of them gathered at the PCC in April to exchange experiences and ideas, forge new contacts and collaborate on the latest scientific findings.



This was the second time we had hosted the ISHLT Congress

Over the course of four days, more than 120 scientific sessions were held in our facilities, providing participants with a comprehensive overview of the latest research and advances in the field. Topics such as heart transplantation during wartime, TA-NRP and DCD lungs, the development of new MCS devices and the use of artificial intelligence in heart transplant decisions were discussed.

Our task was to provide the organisers and delegates of the congress with first-class service, from the rental and maintenance of the premises, through to the audio-visual equipment, catering and all the other services necessary for a relaxed and trouble-free congress of this size. We have received some very positive feedback from the event organisers - after all, this was not the first time we'd held an annual ISHLT get-together. We organised this congress back in 2012 and are delighted to see it return to us after 12 years, especially in the face of huge competition from other such venues in major cities around the world.



**Where to hold
a World Congress?
Right here .**



Interview **Jacky Schweinzger: „We’ve had so much great feedback about the Prague Congress Centre!“**

The organisational side of the congress on behalf of the organisers was primarily handled by American Jacky Schweinzger, CMP (Certified Meeting Professional), who works for the ISHLT as Director of Meetings and Industry Partnerships. We therefore asked her for her thoughts on the event.

► How would you rate the ISHLT 2024 Annual Congress, which you organised this year in our Prague Congress Centre?

It was a huge success in every way. We’ve received so many positive comments about it - from our board, past presidents, members and attendees! Besides the outstanding scientific programme, everyone enjoyed their time in Prague and at your Prague Congress Centre. I’d like to thank your entire team for a job well done. We worked closely with Hana Obrázková, David Kovrzek, Milan Hupcej, Milan Svoboda and Linda Gerold Reitingerová from Zátíší. I’m really grateful for all their efforts.

► Did the venue live up to your expectations?

Yes, everything went smoothly. The meeting rooms were ready on time and the staff did a great job of keeping them and public areas clean and tidy, which is not always easy with over 3,500 attendees. I’d also like to mention that it is very rare that there are no technical problems with the AV equipment at a meeting - your system was flawless, thanks to Milan Svoboda and his highly capable team of technicians. The quality of the refreshments was also excellent. Our participants were full of praise not only for the venue, but also the catering, which they really enjoyed.

► Why did you choose the PCC to host your 44th annual meeting? What are your general criteria for choosing a venue?

The Prague Congress Centre was chosen for this year’s annual meeting based on the great experience we had back in



2012. In general, our criteria for choosing a venue are as follows: First, it’s about whether our preferred dates are available. Second, we require a space that can host a sufficient number of participants, which can increase. Furthermore, we need a convenient arrangement of spaces that allows participants to move easily between meeting rooms, exhibitions and posters. Exhibition spaces to enable partners to set up larger stands, including somewhere to hang navigation signs. And also sufficient space for catering and to enable participants to get together freely. We also require a large enough space for the poster section so that poster authors can comfortably share their work with the participants. Not to mention state-of-the-art internet and technical facilities throughout the building.

And let’s not forget finance either, the criterion being the rent for the meeting

↑
Jacky Schweinzger loved the Prague Congress Centre, as it meets all the demanding requirements for a congress of this size.

room set when the contract is signed. Last but not least, we choose a city based on its appeal, with easy access to hotels, restaurants and sights. And your Prague Congress Centre offers all this and more.

► What were the main outcomes of your congress? Could you mention any eminent speakers?

The most prominent speaker was cardiologist Borys Todurov, who heads up the Kiev Heart Institute and continues to perform successful heart transplants despite the devastating war and constant danger. His institute remains a beacon of hope for patients with critical heart disease, even as they face unprecedented challenges such as power outages, disrupted supplies of medicines and materials, and safety risks to medical staff and patients. At the ISHLT 2024 meeting, Dr Todurov shared his experience of how the team in Kiev works in extreme conditions and how they still manage to save lives, demonstrating incredible courage and dedication to medical care and innovation in heart transplantation. I should want to mention the speech given by ISHLT 2024 President Jason Christie, as well as Lori Jeanne West’s lecture marking her receipt of the 2024 Lifetime Achievement Award.

► Did you find Prague a charming city?

Yes! Prague has a rich history, a picturesque landscape and stunning architecture. I had time to visit Prague Castle, Charles Bridge and the Old Town Astronomical Clock. I also went to a few traditional Czech restaurants where I enjoyed the pleasant atmosphere, not to mention your food and Czech beer.



Survey amongst ISHLT Congress participants

The ISHLT annual gathering at the Prague Congress Centre was highly praised by the participants for its excellent organisation, quality programme and well-chosen venue in Prague. The advantages most frequently commended were:

Location and accessibility:

- > Beautiful setting with a view of Prague.
- > Convenient proximity to public transport and the metro.
- > Easy to find one's way around.
- > Overall an excellent choice of venue.
- > A beautiful city and a nice change to have a conference outside of North America.

Facilities:

- > Clean and well maintained.
- > Sufficient room size for most meetings.
- > Excellent audiovisual equipment, especially in the Congress Hall.
- > Friendly and helpful staff.

Refreshments:

- > Constant availability of coffee and snacks.
- > Good catering services.

Presenting our Social Hall

A multi-purpose hall suitable for congresses, symposia, theatre shows and films, concerts, balls and other social events including exhibitions, to seat 700 people. The wooden parquet floor also makes it ideal as a ballroom. The space is equipped with a variable extendable stage and auditorium, with the option of stage lighting and lighting effects. It measures 35 × 47 metres, which is comparable to the size of the National Theatre piazzetta.



91%

>> In our survey, 91 percent of participants expressed satisfaction with the PCC. <<



David Kovrzek

Head of Production Department

Together with my colleague Milan Hupcej, the main producer of the event, we coordinated the congress before and during the event itself, preparing documents and calculations, ordering services from internal departments and external companies, and so on.

Our PCC production department has experience in organising large projects and conferences. This meant that the amount of space used and the range of services ordered for this congress came as no surprise for us. Together with our professional colleagues and external suppliers, we make sure that everything went to the client's full satisfaction. We are equally adept at working with demanding and organised clients such as the ISHLT organising team. The expertise gained from projects like these means we have always something to learn and gives us the opportunity to improve.

Linda Gerold Reitingrová

People & Culture Business Partner Zátiší Group catering

The ISHLT Congress was one of the most important events of the year at the Prague Congress Centre. Catering for this large international congress called for careful organisation and coordination of our teams, including event managers, chefs and wait staff. We provided all-day catering for all 3,500 participants, including coffee breaks, lunches and special service for exhibitors, professional symposia and VIP sections. Over 200 staff members were involved in the event every day. The cooperation with the ISHLT and PCC teams was top-notch.

Where do people meet? *Right here.*

analysts



Milan Svoboda

Head of AV Technology Department

As AV manager at PCC, I am responsible for the business side, i.e. preparing calculations and negotiating with clients before the event itself, and for the implementation of the event, where my team and I have to meet the clients' needs by combining our own equipment with that loaned from suppliers.

The ISHLT event was exceptional in terms of the preparations involved and the stringent requirements of the client. Not to mention the scale of the event itself, with all the large halls fully kitted out with AV equipment. We did a good job of planning and coordinating the 35 external technicians we had to hire for the event. This enabled everything to go smoothly, without a single hitch, for which the client showered us with praise, saying it was the first time an event had gone without any "AV problems". I'd therefore like to thank my team for a job well done. Sometimes it's difficult to convince clients from abroad that as employees of a large convention centre we are not rigidly set in our ways, but are a flexible team that works better than a specialised AV firm.

Hana Obrázková

Senior Key Account Manager - International Associations

Here at the PCC I am responsible for international congresses. I took charge of the ISHLT congress back in 2012, when it was held here for the first time. At the time, the organisers lauded it as the best ISHLT Congress ever! I first met the current main organiser of this congress, Jacky Schweinzger, during the preparations for and then at the successful Academy of Eating Disorders Congress, which took place in 2017 and was attended by around a thousand people. After her excellent experience with the PCC, Ms Schweinzger then contacted us again in 2019 to inquire about a venue for this year's big event. I consider it a great success that this international congress, held just once a year, has returned to Prague so soon. After all, it's held on a rotating basis twice in America, then once somewhere in the rest of the world. I think this is a great testament to the excellent work of the PCC team.

After working with Jacky for so long, our professional relationship has grown to become a friendship. We share family events together and I always love hearing from her. So I'm sure that Jacky will bring us another interesting event again, for the third time.

Olympic athletes visit the Prague Congress Centre again

The Prague Congress Centre has long been linked to the Olympic Games - the Czechoslovak Olympic Academy was founded here in 1987, athletes used to meet up here and receive various awards, and we hosted Olympic balls. We are delighted that our successful partnership with the Czech Olympic Committee has continued to this day. It is no wonder that our national team came here to pick up the Olympic collection before travelling to Paris.

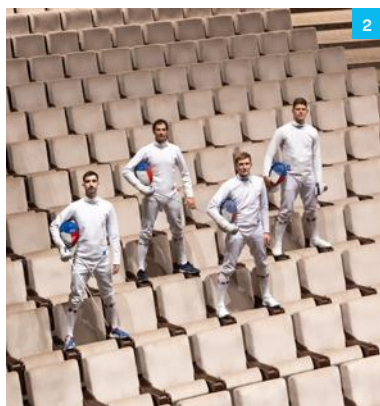


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The Czech team took delivery of the Olympic collection from Czech clothing brand ALPINE PRO from 2 to 31 July. A total of 113 athletes and 88 members of the entourage, consisting of coaches and implementation teams, visited us during that time. Not only did the athletes receive the everyday wear sports collection by designer Veronika Paulenová, the departure kit and the outfit for the opening ceremony of the Olympic Games in Paris, designed by the young Jan Černý, we also hosted photoshoots, autograph sessions and happy and excited meetings.



2

1. Some of the Olympic team before leaving for Paris
2. Bronze medallists Martin Rubeš, Jiří Beran, Michal Čupr and Jakub Jurka in the Congress Hall
3. On 30 April 1987, the Prague Congress Centre hosted the founding of the Czechoslovak Olympic Academy, attended by Juan Antonio Samaranch, then President of the International Olympic Committee



4



Back to the roots

“The return of the Olympic athletes to the PCC is a symbolic return to their roots. 37 years ago, the Czechoslovak Olympic Academy was born, and I am extremely pleased that this time it was at the Prague Congress Centre that the athletes received their Olympic collection from ALPINE PRO, as well as their ceremonial outfits for the opening of the Olympic Games in Paris,”- said Lenka Žiebková, PCC Director, who welcomed Wimbledon champion Barbora Krejčíková. In the photo together with Roman Sovják, PCC Sales and Marketing Director.



4. All the Olympians signed their names for us as a memento
5. One for all, all for Paris - that was the motto here
6. Archer Marie Horáčková wearing the Olympic collection



5



6

15

»» Where moments *matter*. ««

One of the main faces at the festive meeting and photo shoot was archer Marie Horáčková, who was also our team's flag bearer. The photos of her in the Olympic fashion set, with that bold trench coat and distinctive print, were taken in our elegant South Lounge. They showed the unique style of our premises, as well as this year's collection designed by Jan Černý, who, by the way, was acclaimed all over the world as a designer of one of the seven most successful collections of the entire Olympics.

The presentation is more than just handing over a bag

“I'm delighted that we also have T-shirts with the Czech flag, that will be worn by us athletes and our fans, who will keep their fingers crossed and cheer us on in the spirit of One for all, all in the Olympic one,” said a smiling Marie Horáčková during the acceptance ceremony. She was also joined by her national teammate Adam Li: “Appearing at the Olympics is a really cool experience.”





▶ This was also backed up by the sports department director and head of our team Martin Doktor: "When the athletes come to pick up their Olympic gear, they already have a real sense that the Games are about to begin. It's great that we can make this ceremony more than just handing over a bag of stuff. A moment to get the athletes in the Olympic spirit. And to make it more than just some sort of dry presentation, suitable premises are needed. The Congress Centre was great both in terms of accessibility and logistics, as well as its welcoming atmosphere."

Connecting history with the present

During the presentation of the Olympic collection to the athletes, we had a special wall installed, with texts and photographs commemorating the history of Czechoslovak Olympians. Some of them showed strength and integrity in facing injustice and not letting themselves be broken even in the most difficult situations. They became famous figures who helped to shape Czechoslovak and Czech statehood. There was also space for all our Olympians to sign their names, creating a memory of the 2024 Olympics in Paris. In the near future, we plan to put this wall and the signatures permanently on display in the public parts of the PCC.

**Where do unforgettable moments happen?
Right here.**



The PCC is as energetic and elegant as our beautiful sport

"For me, not only as a sportsman and a Prague resident, but also as a builder, the Congress Centre is a unique feat of architecture. It was great to see and experience the space from a different perspective than during a performance, say. The place is as energetic and elegant as our beautiful sport. Of course, I also remembered the many great events I've enjoyed here. But having the opportunity to have photos taken that leave me with beautiful memories is by far the best of all. I'll be looking forward to the opportunity to return again, this time as a spectator," said Olympian Jiří Beran, bronze medallist from Paris and one of the famous "Four Musketeers".

We've opened HW Lab Prague, a state-of-the-art educational centre

At the beginning of June, Prague City Council opened HW Lab Prague, a state-of-the-art educational centre, in our premises. This project aims to present the world of technology to primary and secondary school teachers and students in a fun yet educational way. It is designed primarily for pupils, students and teachers of primary and secondary schools.

It gives them the opportunity to use cutting-edge technologies they wouldn't otherwise have access to and supports them in their efforts to turn their ideas into real projects. We are

delighted that this unique educational centre, run by the Prague 6 Children and Youth Centre, is located here. It is available free of charge for teachers and children from Prague's primary and secondary schools, as well as for members of the public who are working on an innovative idea or technology, or who just want to learn about the latest technologies. To enter, you first need to register at hwlab.praha.eu. Registered visitors can explore virtual and augmented reality, robotics, CNC machines and 3D printers.



↑ "We were excited about the idea of the HW Lab from the very beginning, and are happy to allow our premises to be used for the project. The Congress Centre is a place where scientists and various experts have always met at conferences to share their expertise and experience. Now we'll also be meeting the youngest generation of technology and science buffs. This enables us to expand the services this building offers to include children's education," said Lenka Žlebková, PCC Director General.

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↑ "Prague not only prides itself on its rich history, but also thinks about the future. And this centre is further proof of this. We respect new technologies and the capital wants to be well prepared in this," said Mayor of Prague Bohuslav Svoboda at the opening ceremony.

The HW Lab is divided into three zones:

- 1 **Home Zone**
For training and workshops, a place for students to collaborate, relax and get inspiration.
- 2 **Discovery Zone**
A space to work with digital technologies: virtual reality, augmented reality, the basics of robotics, videomapping, VR cave and more.
- 3 **Creation Zone**
A place for students to get creative, equipped with laser technologies - 3D printers, CNC machines, etc.



The Phantom of the Opera is coming to Prague in March

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We are delighted to announce that the Prague Congress Centre will be one of the stops on the European tour of Andrew Lloyd Webber's famous musical "The Phantom of the Opera". A team of 100 actors, crew and orchestra members and more than 230 costumes will perform in ten unique shows from 19 to 27 March 2025.

"The Phantom of the Opera is the most popular musical in the world, and we're thrilled to produce this iconic production across Europe," said Liz Koops, CEO of the Broadway Entertainment Group. She added that

her team has worked tirelessly to cast the world's greatest talents to ensure that these shows continue to break box office records and delight audiences around the world. As at this year's première of the musical in Sofia in April, Nadim Naaman as the Phantom and Georgina Wilkinson together with Bridget Costello as Christine will play the starring roles. These world-class actors have appeared on many of the world's leading stages, including London's West End. Lead star Nadim Naaman has already performed in the original production at His Majesty's Theatre in London.

↑ A disfigured man lives in the catacombs below the Paris Opera House and falls in love with a young singer.



← The musical is an adaptation of Gaston Leroux's 1909 French novel of the same name

Musical at the PCC

The Congress Hall can seat 2,766 spectators for the musical. Our hall has a total area of 4,214 m², while the stage area is 615 m² and has a maximum load capacity of 500 kg/m². The height of the ceiling above the stage is 25 metres.

Haunting musical compositions, breathtaking scenery and costumes

The musical was first performed in London's West End in 1986, where it has been continuously performed for 38 years. During that time, it has won dozens of theatre awards and has been seen by more than 160 million people in 193 cities spanning 46 countries. This iconic production will be performed at the Prague Congress Centre in its original English version with Czech subtitles. Audiences can look forward to some great acting and songs, haunting musical compositions, breathtaking scenery and costumes, and some amazing special effects.

The Phantom of the Opera is being produced in Prague by the Broadway Entertainment Group and Vanity Club CZ, bringing a megalomaniacal production to the Prague Congress Centre. "For example, the production team will be bringing its own floor, which will be built on top of our current one. We're getting ready for the arrival of around 14 trucks. The material will be carried from the underground passage up to the stage by a lift with a maximum load capacity of 5 tonnes," said Jakub Lukáš, PCC's Cultural Events Manager.





Children of Paradise 2

9–24 November 2024

Sagvan Tofi's musical, winner of the Thalia Prize, now has a sequel fifteen years after its original release. In the follow-up, viewers can once again look forward to exploring the lives of characters they already know - Tom, Stanley, Mickey, Bára, Michael, Eva, Kájina, Showman and Chusbus. They will join them in living out their new adventures with a touch of romance, nostalgia and above all fun. Last but not least, the show will feature the timeless hits of Michal David. The cast remains similar to the first one, including Sagvan Tofi, his buddy Lukáš Vaculík and Martin Dejdar. The new faces will include Lucie Vondráčková and Jan Bendig.

Korncert

23–25 September 2024

At the end of September, three exclusive shows were staged in the Congress Hall by the ageless and dapper Jiří Korn, a man who has already made a lasting mark in the history of the Czech music scene. His spectacular concerts delighted visitors with their unique programme, spectacular stage sets using large-scale projections, the amazing professionalism of the dancers and, above all, an incredible performance by the artist himself. He has been loved for generations for his lifelong originality, his unique voice, and especially for his passion for dance and tap dancing. His shows featured hits such as *Žal se odkládá*, *Té, co snídá* and *Ještě tě mám plnou náruč*. During the last concert, producer Leoš Mareš himself appeared on stage, and we're delighted that he put his trust in the Prague Congress Centre.



➤ **With its renovated Congress Hall that can seat up to 2,766 spectators, the Prague Congress Centre is a popular venue for congresses, concerts, theatre, film and music performances. Producers and organisers are sure to appreciate the large stage, up to 36 metres wide and 22 metres deep, as well as the fact that the hall can be entered from the 1st, 2nd and 4th floors.**

The return of the tapestries

Art entertains, fulfils, enchants and inspires us. Here at the Prague Congress Centre we were happy to welcome back some of the prized tapestries that came back to us from the tapestry manufactory in Valašské Meziříčí after some careful cleaning work. These historical works of art, which we take loving care of, are now on display again in all their glory. They decorate selected walls at our Centre. The remaining tapestries are still waiting to be cleaned at the manufactory and should be coming back to us in January. We look forward to presenting the entire collection to visitors at the beginning of the new year.



What is a tapestry?

A tapestry is a rare and precious hand-woven textile work of art, with a history dating back to the Middle Ages. Although it's sometimes referred to as a "carpet", it is in fact a complex picture made up of threads of different colours, wool, silk, cotton or linen, thus often resembling a painting. What makes it so unique is the detailed and painstaking workmanship that goes into it, not to mention its unique texture and, last but not least, its historical value. Tapestries were at the peak of their popularity during the Renaissance and Baroque eras, when they adorned the mansions of the aristocracy, palaces and churches. They were a symbol of wealth and social status. The French word for tapestry, Gobelins, comes from the famous Manufacture des Gobelins workshop in 17th-century Paris.

»» Where art connects. ««



Sculpture Line

Since August, two new works of art by sculptor Václav Fiala, entitled *Fragment* and *Scanning*, have been adorning the space in front of the Prague Congress Centre. These new installations are part of the major project *Art District Vyšehrad*, or *How To Make The Prague Congress Centre Even Cooler*. What do you think, are we succeeding in turning the “Kongresák” into an epicentre of culture? We think so!

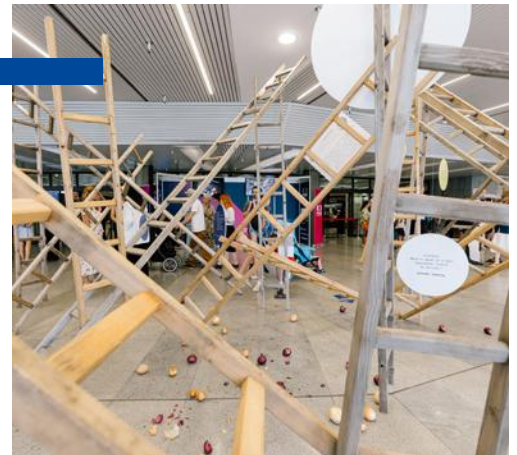
Particles and Arnošt Lustig exhibition



Cutting-edge research must go hand-in-hand with humanity, otherwise it can lead to a very dangerous situation for mankind. This fact was highlighted by the group exhibition *Particles and Arnošt Lustig*, on display at the Prague Congress Centre in the second half of July.

The exhibition, which linked particle physics with the humanistic legacy of renowned writer Arnošt Lustig, was part of the opening of the ICHEP 2024 - International Conference on High Energy Physics. It featured student artworks - paintings, prints and three-dimensional objects - inspired by science and history. The whole concept of the exhibition was

based on two of Lustig's key metaphors. Let's mention just one of them: “Man is an animal who humanizes himself every single day. And he can lose that humanity in a matter of seconds.” At the same time, the exhibition drew attention to issues that are particularly topical today. Thank you for your very positive and kind feedback.



Prague is the sixth most desirable congress destination in the world

According to the latest figures, the Czech capital has moved up the rankings once again. It's now 6th on the list of the world's most desirable congress destinations (according to the International Congress Association ICCA). This has put it ahead of cities such as Madrid, Seoul, London, Berlin and Tokyo. It has seen a rise in the number of congresses and conferences held here (25% more than in 2022), as well as in the number of delegates travelling to these events.



Congress Prague 2023 in figures

4,889

congresses and
conferences
> a year-on-year
increase of 25 %

691, 103

delegates
> a year-on-year
increase of 12 %

6.

ranked the
world's 6th
most desirable
congress
destination

54%

year-on-year
increase in the
number of foreign
congresses and
conferences in
Prague



49%

51%

ratio
of international
to local
events

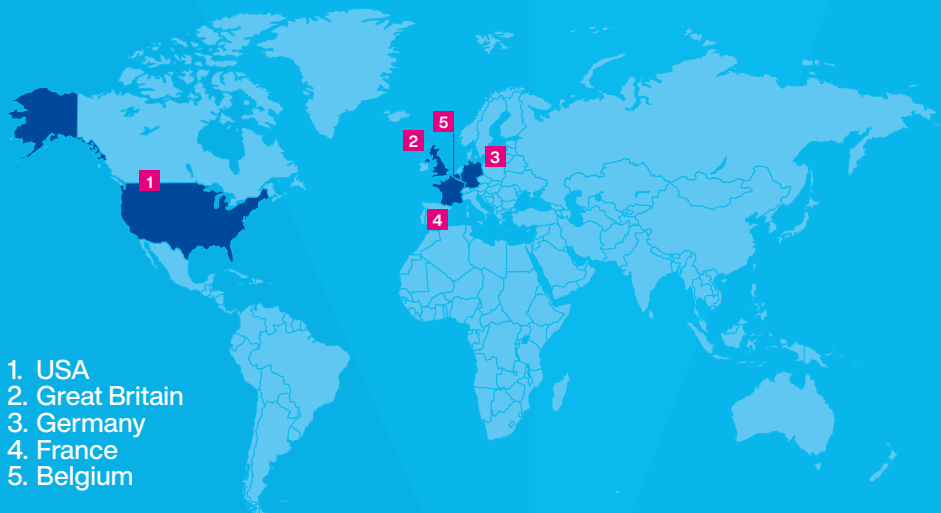
42

total number of
events attended
by over 1,000
delegates

The trend in recent years has been to hold fewer congresses and conferences, but with much higher attendance figures (compared to 2019 before the Covid-19 pandemic). The number of events attracting 500 or more delegates is increasing. The average duration of the event is also getting longer.

Foreign source markets

(or the countries the organisers of congresses in Prague come from)



Where is the future being
created? *Right here.*

Most frequent themes of congresses held in Prague



Medical
sciences



Economics



Finance
and trade



IT and
technology

To a congress with the family? Welcome to Holiday Inn Prague!

Its location and facilities make our hotel the ideal choice not only for congresses and conferences, but also for family stays. We offer a balanced combination of a quiet location by the gateway to Vyšehrad and proximity to the city centre. And we also think of our smallest visitors, too...



*Make the most of our
Kids stay and eat free
programme*



→ You can sample the culinary treats served up by chef Jan Wiesner and head chef Michal Netolický in the Esprit restaurant with its garden or the Délicatessen bistro with its summer terrace, or call in at the Bites & Wine bar for a glass of wine



Gourmet events at the Esprit restaurant

Autumn "Thursdays on the Grill" series - meat and fish specialties grilled in front of guests from 6 to 9 p.m.

Brunches: Advent brunch 1 and 15 December, St. Nicholas brunch 8 December

Christmas markets 23 December - 27 December

Christmas menu 24 December - 26 December

New Year's Eve buffet 31 December



Michal Netolický, the new head chef at the Esprit restaurant. Explore his vision of "unconventionally traditional Czech cuisine" - a fresh take on classic Czech dishes



We've joined the IHG MICE campaign

By booking conference space with us, clients can not only save money but also help those in need. We'll offer up to 5% off the total contractual sum, and together we'll be supporting the IHG's Journey to Tomorrow initiative, which aims to improve the lives of 30 million people by 2030. For every \$5,000 spent at the event, IHG will donate \$10 to Action Against Hunger. This donation can pay for up to 35 food aid packages. Valid for room bookings until 31 January 2025 and during events until 30 June 2025.

New fitness centre and sauna. Relaxation for the body and mind

From December 2024, our guests can enjoy a brand new state-of-the-art fitness centre and also chill out in our new sauna and relaxation area.



Sustainability affects everyone



We follow the farm-to-table philosophy



There is always a balanced menu at events at the Prague Congress Centre

In order to ensure that the action taken is not only in line with the environmental policy, but actually helps to bring about positive changes, Honza Šmelhaus, Managing Director of the Zátíší Group, decided to measure the company's carbon footprint and thus determine the real impact all the company's activities have on the environment.

The finance and purchasing team delved deep into invoices, descriptions of events and waste reports, tracking down the smallest details to build the bigger picture. They then entered the data into Impact Metrics' carbon footprint calculator. "The calculator allows companies to measure their impact on a regular basis and try to reduce it over time," explains founder Dan Heuer. The data can be entered continuously and analysed at the same time. This shows the proportion of emissions that come directly from the company, from the

energy it uses, from the supply chain, and from the companies it works with. This enables it to better define sustainability objectives, implement specific measures and measure their success and real environmental impact.

The Zátíší Group's CO2 calculator showed that its carbon footprint was 23,231.4 tonnes in 2023. Of these, 5% were direct emissions from transport and cooking, 10% from energy use and 85% from production, waste and employee commuting. Catering accounts for a larger share, while purchased raw materials have the highest footprint.

The principles of a sustainable event

It's mainly about choosing the right amount of refreshments. "More and more clients are taking advice on portion sizes, the menu and serving methods. Fortunately, gone are the days when an event's success was measured by

↑
Of course, water is filtered and plastic bottles removed from events as a matter of course

how full the tables were after the event was over, meaning there was still the full range of food to choose from," adds Jakub Volek, manager of Zátíší Catering. Any uneaten food can be taken away by guests after the event or donated to the homeless. Alternatively, we put it in the Prague Congress Centre communal fridge, letting people from the PCC and the surrounding area take what they want.

The Zátíší Group is also a long-term partner of the Save Food project, which aims to reduce food waste. In 2023, for example, it donated 9,031 meals to its subsidiary Save Lunch.

Drawing up menus featuring local and seasonal foods in line with a farm-to-table philosophy supports local suppliers and farmers, which reduces transportation costs and increases the cultivation of the landscape, especially when selecting food from organic farms. It also increases

We might not believe in global warming, or see the benefit in sorting our waste, but the fact that the landscape is changing as a result of our consumerist lives is something we can't overlook out in the wild. The Zátíší Group has decided to change this trend and has been taking measures to reduce the environmental impact of its business for over ten years, educating its employees, clients and children in schools about the importance of a sustainable lifestyle.



It's mainly about choosing the right amount of refreshments

Where sustainability matters .

← The Zátíší Group is a long-standing partner of the Save Food project

the proportion of plant-based meals, which can be even more creative than meat dishes. At events at the Prague Congress Centre, for instance, the menu is balanced half and half. The chefs process the whole of the ingredients and produce complementary condiments such as flavoured vinegars, preserves, pickled vegetables, etc. The remaining food waste goes into compost, which is then used to fertilise the beds used to grow herbs for events, or taken back by farmers for biogas or their own compost. Of course, water is filtered and plastic bottles removed from events as a matter of course.

Other measures that reduce the carbon footprint of events include cutting back on single-use plastics and disposable tableware, and using returnable packaging systems. In the long term, the carbon footprint can also be reduced by having more energy-efficient appliances in the kitchen, installing LED lights,

optimising refrigeration and using emission-free vehicles. For example, the catering for events at the Prague Congress Centre is prepared in a kitchen covering an area of 1,200 m². Just replacing the lights with automatic ones has resulted in huge savings, and replacing large appliances (such as combi steamers) has cut cooking times by half, which has also halved energy consumption and emissions. The new heat pump washer saves up to 40% on energy costs and 120 litres of water per hour of washing.

Spreading awareness

Events are a major contributor to CO₂ emissions, but they can also be seen as an inspiring opportunity to raise awareness amongst guests. Simply when planning the event itself, guests can be invited by email only, the location can be selected based on the availability of public transport, on-site information can be provided on screens, and individual environmental measures can be communicated in a clever and witty way that is relevant to the guests' own everyday lives.

The Zátíší Group also teaches the individual steps towards improving sustainability to employees in the companies where it operates its Fresh & Tasty canteens and in international schools. No to Hunger nutritionists are teaching over 2,500 children about the importance of a balanced and sustainable diet.

Practical implications for business

The Zátíší Group monitors the environmental impact of individual events and operations in each division, regularly conducts environmental audits and implements new technologies and innovations to gradually reduce emissions. It wants to inspire others in the catering industry by setting a good example and showing good practice that can feasibly be implemented in the process. Sustainability is not just a catchy marketing slogan to attract new clients; it is a way of running a company that not only minimises its impact on the environment and therefore on the individuals in the company, but also reduces its costs and increases its turnover and prestige.

The Zátíší Group has set itself the goal of cutting its carbon footprint by 10% in 2025 compared to 2023. You can follow how it's doing on the blog Špetka chuti ze Zátíší, www.spetkachuti.cz.

Where
moments *matter.*



KICK & MEET 2025



Book a space for your event with an unforgettable view of the metropolis, for exceptional price until the end of March 2025!