

Feel The Change

Prague Congress Centre's Magazine | 1/2022

- **The Report From The ESGE Days 2022**
- **Interview With Sales and Marketing Director Roman Sovják**



- *254 air-conditioned rooms*
- *5 flexible meeting rooms*
- *Up to 120 delegates in one meeting room*
- *230 seats in the hotel restaurant*
- *Free Wi-Fi and cable Internet*
- *Outdoor garden for up to 200 people for private events*
- *Right next to the Prague Congress Centre*
- *Close to the subway station Vysehrad*



Holiday Inn

AN IHG® HOTEL

PRAGUE



This hotel is owned and operated by the Prague Congress Centre under license granted by InterContinental Hotels Group Limited.

www.holidayinn.cz

Dear readers,

Just when it seemed that tourism and congress business was finally getting back on track, events in Ukraine have once again influenced the situation. Of course, we at the Prague Congress Centre did not stay on the sidelines, and so the building was opened to refugees from Ukraine for some time. The refugee centre was built in just 20 hours and helped tens of thousands of people. I am glad that we could at least help those who need our help in this way.



In spite of all the complications that the last few months have brought us, the Prague Congress Centre is ready to return to the activity for which it is primarily intended, that is, to bring people together. Be it large congresses, smaller conferences, or cultural events. Our PCC is truly open to everyone. We are glad that after a long break we could welcome again a professional medical congress. Leading experts in the field of gastroenterology have returned to Prague after three years and we are honoured that they chose the PCC again. Another event that is returning to us after many years is the Presidency of the European Union, which we are already preparing intensively and which the Czech Republic will take over this July.

The PCC could not function without its people. I am therefore delighted to welcome two new members to our team. Roman Sovják is the new Sales and Marketing Director of the PCC and Kamil Zlomek who is the General Manager of the hotel. Both gentlemen have come to implement their plans and ideas and I believe that together we will succeed in fulfilling our mission - to create a great place for unique moments. I wish them both good luck and hope they will enjoy their stay with us at the PCC.

Lenka Žlebková,
CEO

Content



- 4 News**
News and attractions at the Prague Congress Centre
- 6 Best Practise**
ESGE Days again in Prague
- 10 Best Practise**
Czech gastroenterologists develop new screening methods
- 12 Congress Prague**
Prague is ready to welcome international and local events
- 14 Modern Congress**
Two railwaymen events in five months
- 16 Interview**
People are the added value of the PCC, says new PCC Sales and Marketing Director Roman Sovják
- 18 Catering**
Healthy catering – Staying fresh all day
- 20 Culture**
Talk show Obsessed with Dakar returns to the PCC
- 22 Art**
The Prague Music Tapestry was created in the famous Jindřichův Hradec workshops
- 24 Hotel**
Holiday Inn Prague will undergo extensive reconstruction, not only about that talks the new general manager Kamil Zlomek in an interview
- 26 Calendar of events**
What events will take place at the Prague Congress Centre in the upcoming months?

Feel The Change

Publisher: Kongresové centrum Praha, a.s, 5. května 1640/65, 140 21 Praha 4-Nusle, www.praguecc.cz; **editor-in-chief:** Lenka Žlebková; **editorial board:** Roman Sovják, Nikol Chumová, Hana Obrázková, Alexandr Mikloš, Marek Němec, Martina Peřínková; **date and place of issue:** May 2022, Prague, **language version:** English; **registration:** MK ČR E 23675; **production:** Birel Advertising, s.r.o., www.e-birel.cz



This magazine is printed on FSC-certified paper. It means that the paper comes from forests that are environmentally responsible, socially beneficial and economically viable.

Preparing for the EU Presidency

THIS YEAR, THE CZECH REPUBLIC is once again entrusted with the EU Presidency. As in 2009, the Presidency will take place at the Prague Congress Centre, which has since undergone significant reconstruction and modernisation. The main meeting venue will be the Forum Hall. For the convenience of the participants, charging stations for electric vehicles will be built on the south terrace.

The PCC will be the venue for all ministerial level councils from July to October. There will be a total of 14 such councils. However, these will not be the only events. There will be other meetings, the last of which is scheduled for 13th of December. In addition to the main Forum Hall, chairmanships will be held in other PCC halls. All the rooms available for this purpose will be used in turn.



Retail Summit Again in the PCC

FOUR HUNDRED REPRESENTATIVES of retail and supplier companies took part in the New Retail Summit, which took place again in April at the PCC. The conference showed how to bring trade closer to the people. The role of the retailer should be to improve the shopping experience and adapt stores to the different shopping masses. Indeed, despite the growing trend of online shopping, brick-and-mortar stores still have their place, as the personal experience is irreplaceable for customers.



Fotocredit: Blue Events, s.r.o.


VISIT US AT STAND G300
 31 MAY - 02 JUNE


Two Congresses Were Held Virtually

THE PLANNED SPRING EVENTS, the 48th Annual Meeting of the European Society for Blood and Marrow (EBTM) and the European Lung Cancer Congress (ELCC) could not take place without changes due to the assistance to refugees from Ukraine. Of all the solutions offered, the organisers of both events chose the online conference format. We thank the organizers for their understanding during this exceptional time. We are working hard to bring both EBTM and ELCC back to Prague in the coming years, this time in a full-time format. We are confident that we will succeed.

Fourth Tree Saved!

FOR THE FIRST TIME in 2018, the PCC team purchased a potted Christmas tree and planted it on the PCC property in the spring so it could continue to grow. This act has become a tradition and just a few days ago we planted our fourth tree. This not only promotes a sustainable Christmas, but also makes PCC's surrounding environment more comfortable.





➤ Sunday Brunch With a Taste of Asia

THEMED BRUNCHES, which take place once a month at the Holiday Inn Prague and are becoming increasingly popular. At one of them, our guests embarked on a gourmet journey through Asia, to which we invited special guest Tomáš Kalina, who was the chef of the Noodles restaurant for ten years. During the brunch, guests had a unique opportunity to taste not only the delicious dishes of Chef Jan Wiesner, but also dishes from Korean, Thai, Indonesian or Malaysian cuisine.



Roman Sovják



Kamil Zlomek

➤ New Directors

PRAGUE CONGRESS CENTRE and the Holiday Inn Prague hotel have been strengthened by two new directors. The position of sales and marketing director was filled by Roman Sovják, who left the Czech Superbrands company after ten years. Kamil Zlomek, who has gained experience in many hotel operations, including those abroad, has become the hotel's general manager. Both gentlemen present their visions in the interview on pages 16-17 (Roman Sovják) and 24-25 (Kamil Zlomek).

➤ It took only 20

hours to build the Regional Assistance Centre for refugees from Ukraine. The first floor and the Congress Hall were mainly used. At the beginning of the war, the centre was handling over 3,000 people a day. The processing record was March 9th, when 3,667 refugees passed through the premises. In total, the centre checked in over 72,000 people.

ESGE Days in Prague Again After Three Years

After a great success in 2019, the European Society of Gastrointestinal Endoscopy (ESGE) organized this year's ESGE Days again at the Prague Congress Centre. The event took place at the end of April. However, as travel restrictions due to covid still persist in some countries, the congress was held in a hybrid format this time. Even so, the total attendance exceeded three thousand people. „Personal contact is important. I am glad that we could meet again in person,” says Dr. Tomáš Hucl, from the Prague IKEM, who as a member of the Czech Gastroenterological Society participated in the organization of the event. A local conference, the 42nd Czech and Slovak Endoscopy Days, was also held as part of ESGE Days 2022.

The ESGE Days Congress is still in its infancy. The first edition took place in 2018 in Budapest, for the second year the event headed to Prague, specifically to the PCC. „There are a number of reasons why the PCC was chosen,” explains Dr. Tomáš Hucl. „In the first place, it is the capacity we need for the congress. Next is the additional facilities that the PCC offers,” he adds. Its location and the magnificent view also provide plus points for the PCC. And because the first combination of ESGE Days and the PCC ended in success, the organisers have chosen the building in Vyšehrad again for this year.

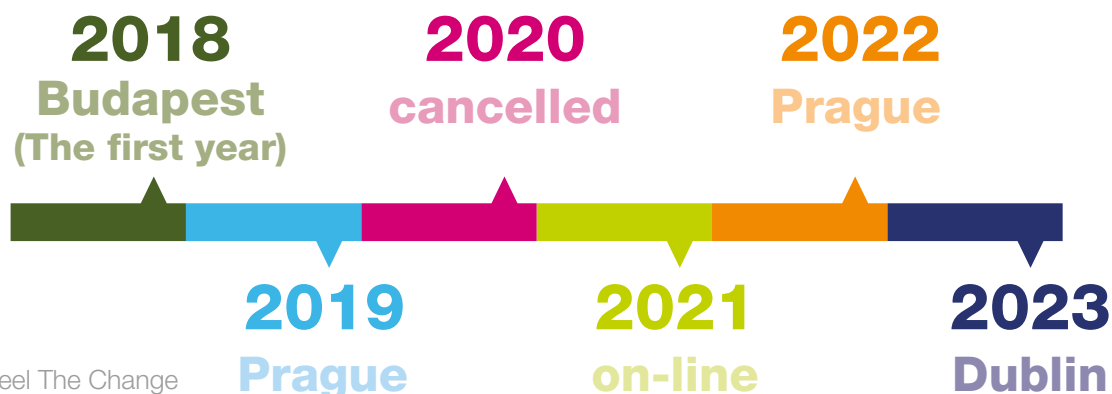
However, the preparation for this edition was very hectic due to the situation in the world. As the preparation started a year ago, there was still uncertainty about the form of the congress. Everything was compounded by the conflict in Ukraine. For these rea-

sons, the personal participation of all top experts was not possible. „In 2019, it was the largest event of its kind in the world in terms of the involvement of global experts. This year, participation was still limited due to the pandemic,” explains Dr. Tomáš Hucl. Europe sent its top experts to the congress. This is also due to the fact that Europe no longer has significant travel restrictions. However, complications persist in Asia and the USA, which is why some experts from these countries were absent from the congress. However, they did participate at least online. This applies, for example, to experts from Japan, which is a leading country in the field of endoscopy.

The highlights were the live broadcasts

Endoscopy is a broad field, the same was also the focus of ESGE Days 2022. The programme ran simultaneously in 11 pa-

History of ESGE DAYS:





parallel sessions. A great asset was the so-called Hands-on Center, where congress participants could experience endoscopy under the guidance of top experts from around the world in animal models. The highlight of the programme was the live endoscopic operations provided by IKEM.

These transmissions are very demanding in terms of organisation. They are preceded by many months of preparation, culminating in a single day. The purpose of this event is to show as many different procedures as possible, so suitable patients have to be selected. Individual procedures must be planned precisely so that they build on each other. And, of course, the experts who will perform the procedure themselves must be provided. „I think we have succeeded. We had excellent patients, great specialists, the procedures were successful, and we really learned a lot,” says Dr. Tomáš Hucl.

According to him, one of the great benefits of these transfers is that minor complications arise during the procedures, which the

specialist has to resolve immediately. At the same time, he explains why he chose this solution. „This is the most important thing in invasive medicine, because it happens and we have to be able to deal with it,” says Dr. Tomáš Hucl, adding that the patients are also to be thanked, of course, because they find the procedure more difficult in similar conditions. There is a lot of tension in the workplace on „D-day.” There are cameras, cables everywhere, many people and English is spoken, which is not a natural environment for the patients.

Another comeback?

Dr. Tomáš Hucl believes that ESGE Days could return to Prague repeatedly. „For a number of reasons, I think it is possible. The original plan was to hold each year somewhere else. But I dare to say that the organisers are really happy here. And even though they may not be here every year, they will be here every other year or every four or five years, in summary they will keep coming back,” he concludes.

„A Personal Meeting Is Important For Us,” Says Professor Tomáš Hucl

Dr. Tomáš Hucl from IKEM in Prague co-organised ESGE Days 2022. He is also one of the leading representatives of Czech endoscopy. „It was an excellent event,” he says about the ESGE Days congress, which took place at the end of April at the PCC.

ESGE Days returned to Prague after three years. Why so soon?

I dare to say it's because the event that was here in 2019 was a success. Also by combining the international congress with our local one we ensured a decent turnout. All this has helped the event to return to the Czech Republic again.

Why did you choose the PCC?

I had the opportunity to be present at the selection of the bids and it always went in favour of the PCC. This year there was even more competition than in 2019 because a new congress center has opened in the meantime. But even this new center did not generate interest. There are a number of reasons why the decision was made in favour of the PCC. The PCC is a truly exceptional convention center in many ways. Whether it is the capacity, the location, but also the people who run the congress itself.

How was the event?

Extremely successful. And I'm not just speaking for myself, although I think so too. At the President's dinner, I spoke to a number of guests who have attended hundreds of congresses in their lifetimes. They were all extremely satisfied. It was probably partly because it was the first live congress in a long time. This and the location. We, on the Czech side, did a lot to make sure that everyone was happy here. I have heard from a number of people that there is great satisfaction on the part of the partners as well. These are companies that are an integral part of the congress, that support it financially and that use the opportunity here to show their products. They were absolutely delighted. They have sent their top representatives here. Which is a huge success for a congress of this size. There's also been a great attendance. Even with the online part, over 3,000 people. It was a great event.

How important is it for professionals in your field to meet in person?

It is very important. Online events were also done so that we could continue to educate ourselves, but it doesn't compare at all to attending in person. I think face-to-face contact is important.

A sort of highlight of the event were the live broadcasts of medical performances. Why are they so important to you?

It's one thing to learn how to perform an interventional procedure with your own hands using a textbook procedure. It's something else to see how someone else does the procedure and what kind of patient is indicated for the procedure. The experts not only do the actual procedure but during the procedure they explain why they did it that way. There is a discussion and the opportunity to ask the experts directly. It's a great revival of the congress when suddenly instead of lectures you have the opportunity to engage in a discussion about a particular procedure.

What is the position of Czech gastroenterology compared to the world?

We are doing well at the practical and clinical level. We take care of patients as well as abroad. We have the same medicines for them, the same examination methods, and we do endoscopy just as well. I think we're behind on the academic side. We are less capable to do science and research and less capable to promote our research results abroad. In this respect, we are behind here. But it is a great positive for our side that we have a congress here, that we have the opportunity to see Western world endoscopy in its academic form. We have the opportunity to meet the world's top experts, to ask them questions, this is the thing that will help us to get closer to Western academic endoscopy.



Is this a problem only in your industry, or is it also true for others in the Czech Republic?

Generally speaking, it is similar in all industries. Some will be a little worse off, some a little better off. In some fields academic medicine is easier to do, in others it is more difficult. But we have to remember that we started later here, and Western countries are ahead of us.

Are students interested in this field?

Not very much. I've been teaching for many years, and I regularly ask all the students if they are interested, and I get the feeling that there are not that many who are. It's in the single digit percentage. We need to improve in this respect, and I am also referring to myself, I want to show gastroenterology in a better light to motivate my students sufficiently. That is why the congress is open to medical students. We also did a lot of activities for young doctors; the Czech side contributed a lot to this.

How satisfied are you personally with the way the congress run in the PCC?

I have to say that at first, when we started deciding where to hold the event, I was bothered by the socialist character of the PCC interior, which reminds us of a time we don't like to remember. But our foreign colleagues don't have that in them, and we have overcome it too. Now that I am here, I have a different feeling. It's very nice here. The lecture halls offer daylight and have a beautiful view of Prague, there is no substitute for that.

You are not only a successful doctor, but also an athlete. You compete in the Iron Man triathlon race...

I do participate in races, but it's not like I want to win. I'm com-

PROF. MD TOMÁŠ HUCL, PH.D

Graduated from the 1st Faculty of Medicine, Charles University in Prague, then joined the Department of Hepatogastroenterology at the IKEM in Prague, where he has been working ever since. He completed research fellowships at the University of Heidelberg and Johns Hopkins University in Baltimore. He lectures at the 1st Faculty of Medicine, Charles University in Prague. He is a triathlete and has four children.

peting against myself. To be able to finish in a decent time and without injury is my goal. I enjoy it.

How did you get into triathlon?

I've always liked sports a lot, and a few years ago I wanted to learn how to swim well. I gave myself the challenge of learning to swim the crawl well. But as an adult, when you want to learn to swim crawl and find people who have the same interest, you usually come across people who do crawl as part of triathlon. I used to cycle and run before, so I combined the two and started doing triathlon.

What is your best result?

My half distance time is just over 5 hours, my big goal is to get under 5 hours. It may not seem like it, but in those five hours every minute counts. On the classic course, my goal is to be under 11 hours and so far I'm just over 11. But triathlon is also difficult in that it's very time consuming. Just like my job. And time to train is hard to find.

Czech Gastroenterologists Develop New Screening Methods

The Czech Republic is a world leader in the number of serious digestive diseases among its population. In recent years, however, it has been possible to improve this unflattering position. This is thanks to experts from the Czech Gastroenterological Society (CGS), which brings together about 850 professionals dealing with digestive diseases. One of the latest discoveries in which Czech gastroenterologists have been involved is a method of diagnosing pancreatic cancer, in which the Czech Republic is also among the most affected countries.

The method of early diagnosis of pancreatic cancer was discovered by the Austrian scientist Denise Wolrab. Analytical chemist Michal Holčápek and his team from the Faculty of Chemical Technology, University of Pardubice, have participated in the research with her. Their discovery won worldwide recognition. Pancreatic cancer is one of the deadliest types of cancer. One of the reasons is that it is very difficult to diagnose, as it is not accompanied by any symptoms for several years. When it later manifests itself, the disease is already at an advanced stage and only 8% of patients survive for five years, with most dying within a year of diagnosis. That is why the discovery by scientists from the University of Pardubice is so significant. The method works with a reliability of over 90%. Although a patent has already been registered, it will still be some time before the method is available to patients. Clinical trials and further validation are still to come.

Endoscopy centres

Czech gastroenterologists have been pointing out the necessity of screening for this disease for a long time. The last time it was discussed at a congress held last November. The Czech Republic ranks sixth in Europe in terms of the incidence of pancreatic cancer. Targeted screening should improve the

situation. Every year, selected people at high risk would go to one of 30 highly specialised endoscopy centres, where their pancreas would be checked by specially trained endoscopists. There are 20 of these specialised centres in the country so far, with 10 more to be added.

Artificial Intelligence

Increasingly, specialised artificial intelligence technology will be used in diagnostics. Its capabilities are now being used by gastrointestinal specialists to help them find intestinal growths - polyps - during endoscopic examinations. Certain types of polyps can develop into malignant tumours over time. The technology can identify individual polyps and 'tell' whether a finding is harmless or, on the contrary, is a precursor to cancer. Doctors are hoping for faster, but above all more frequent and accurate findings of polyps in the intestines.

Rectal and colon cancer is another disease in which the Czech Republic is a leader. In the past, it was even at the top of the ranking, but thanks to increased screening, it has managed to leave the top spot. The Czech Republic now ranks between fifth and sixth in Europe in the prevalence of this disease. Artificial intelligence is more reliable than the human eye.



As doc. Dr. Ondřej Urban, Ph.D., President of the Czech Gastroenterological Society states, practice shows that even a specialist can miss up to 20% of polyps. „We believe that within five years, everyone will be using artificial intelligence in endoscopy,“ says Dr. Urban.

Prevention is essential

But we need to restart preventive care. As experts from the CGS pointed out at the November congress, the coronavirus pandemic has significantly reduced this screening. In 2020, 17%

fewer people came for tests for hidden (occult) bleeding in the stool than in 2019, and 12% fewer people came for screening colonoscopy than in the year before the pandemic. Prevention is the reason why the Czech Republic has left the unflattering first place in the number of deaths from this type of disease. „Five years ago, we were in first place by an unrivalled margin. Thanks to the strengthening of screening, we are in fifth to sixth place (in incidence) in Europe and we are going down. This is very positive news,“ said Ladislav Dušek from the Institute of Biostatistics and Analysis at Masaryk University's Faculty of Medicine.

Prague Welcomes International as Well as Local Events Again

Prague is eager to host significant international as well as local events for a larger number of delegates again coming up early this summer.



After the long pandemic break that spread across the globe, the government of the Czech Republic fully loosened the restrictions imposed on the organization of mass events on March 1, 2022. After several waves of loosening and tightening the measures, the Prague is now ready to welcome all types of events again with no restrictions applied on number of participating delegates or catering. Nevertheless, we still recommend to use hand sanitizers, and if you feel safer when wearing face masks or keeping social distance, we encourage you to do so. Regularly updated information on the current situation can be found on the websites of the Prague Convention Bureau (www.pragueconvention.cz), official representative of the meetings industry in Prague, in the “important info” section.

International event planners and delegates travelling to Prague from abroad can benefit from the continuously growing number of direct flight routes that connect the Czech capital with 147

European as well as long-haul destinations around the world. Current list of routes available can be found on the websites of the Prague airport www.prg.aero/en/destinations. The COVID-19 measures affecting international traffic were also lifted in the Czech Republic, but we still recommend monitoring the conditions that can be applied in your departing destination or by your selected air carrier.

“We were thrilled to welcome events back to Prague after several months of lockdowns and only small local meetings allowed. Unfortunately, in the Eastern Europe, the COVID-19 pandemic has been replaced by the Russian invasion of the sovereign neighbouring country of Ukraine, which was deeply condemned by the representatives of Prague as well as the Czech Republic,” comments Roman Muška, Managing Director of the Prague Convention Bureau, and adds: “Two largest cities in the Czech Republic – Prague and Brno serve as the main point of

the first contact in the country, dealing with the arrival of refugees and providing support and help to those, who lost their homes or even relatives due to this armed conflict.”

Even though the first Assistance Centres registering the new arrivals in Prague were established in some of the high-capacity venues, the daily operation of the meetings industry hasn't been significantly affected. “We believe that we were able to meet not only the humanitarian but also our business needs. One way to support us and the rest of the Czech Republic, as well as Europe, was to go ahead with planned events,” says Lenka Žlebková, CEO of the Prague Congress Centre (PCC), where one of the key Assistance Centres had been placed temporarily in March, before it moved to another location, so that the Prague Congress Centre is able to get ready for hosting the planned events also including the meetings that are part of the Czech EU Presidency this summer. “We were very grateful to the organizers of the World Environmental Education Congress, who saw this as an opportunity, and they were at the PCC running their congress while the refugee centre was in full operation,” adds Lenka Žlebková.

“Prague has lost neither its reputation as a safe destination nor the scope and quality of services provided. Hotels are ready to meet all the expectations of tourists and participants of MICE events and therefore reaffirm the position of the capital city among the leading MICE destinations,” says Václav Stárek, president The Czech Association of Hotels and Restaurants, that

temporarily offered part of the accommodation capacities to those refugees, who couldn't find immediate asylum with their relatives or friends living in the Czech Republic already. Even with that, Prague is still able to accommodate the largest and most demanding events and their participants. In total, Prague offers more than 44,500 rooms (102 000+ beds) in 910 hotels of various categories.

Prague and the Czech Republic will continuously express solidarity and provide help to Ukrainians searching for a safe place. To be able to handle efficiently the flow of refugees locally, the Czech government declared a state of emergency from March 4 which is valid until the end of May. However, the state of emergency represents no effect to the local inhabitants, leisure or business travellers. Similarly to other countries, the Czech Republic also completely closed its airspace to air carriers from Russia with effect from February 27, 2022. This measure, together with the civil air traffic interrupted in Ukraine, currently represent the only limitation that can possibly affect some of the travellers who would like to come to the Czech Republic.

“As destination representatives we are proud of all the immediate support provided by many meeting industry players. At the same time, we are aware that it is necessary to keep the business meetings going to enable the continuity of the support provided from the first days even though last two years were very challenging for the meeting industry,” concludes Roman Muška.

➤ **147** destinations worldwide are connected by air to Prague

➤ **3** Prague has 3 international railway stations, bus station of which all are accessible by the metro stations

➤ **100 thousand** beds are offered by the Czech capital to participants of events

➤ **9th** Czech Republic is the 9th safest country in the world according to the Global Peace Index 2021

Two Railwaymen Events in Five Months

The congress of the Czech Trade Union of Railwaymen (OSŽ) serves as a proof that the Prague Congress Centre is not only the place for large congresses, but also can accommodate smaller and more modest events here. The railwaymen held two successful events at the PCC within a few months, one international and one domestic.

How does an event like the Trade Union of Railwaymen Congress actually get to the PCC premises?

It was a bit of a coincidence. In 2020, the president of the union was attending another event, which coincidentally took place at the PCC. When it came to choosing a venue, the building located in Vysehrad was an obvious choice. „It's not easy for us to find a venue for this congress,” admits PhDr. Helena Svobodová, head of the office of the chairman of the Trade Union of Railwaymen, who was in charge of the organisation of the congress. „There are usually over 200 delegates, so we can't fit in everywhere. The PCC is an ideal choice in this respect, as it is very flexible and it is not a problem to choose a hall according to our needs,” said Ms Svobodová.

The first event: 50 people

The first event held at the PCC was the Central and Eastern European Countries Conference, which the union organised together with the European Transport Workers' Federation meeting within the framework of the European Year of Rail. The conference was attended by 50 guests from 11 countries and the main venue was Club H. PhDr. Helena Svobodová praises how well the event went. She was also satisfied with the technical support of the event. „We needed interpretation booths for 5 languages. Everything worked perfectly,” explains Ms Svobodová, adding, „it was clear that everyone cared about the outcome of event.”

Club H, the space where the meeting was held, is distinctive by its glass walls with sophisticated semi-permeable blinds. These

keep the room private, but still allow you to see through them and allow event attendees to enjoy the view of Prague that the PCC offers. Irish moss panelling is also a special feature of this hall.

„The November conference was a sort of a rehearsal for the March convention, and the PCC technicians helped me even in the awkward situation where I couldn't find the flash drive with the recorded speaker presentations. They kept calm and solved everything beyond their duties. I think the PCC is a worthy venue for these types of events.”

The second event: 200 people

The congress is the highest body of the Trade Union of Railwaymen and is held once every four years. 200 delegates from all over the country attended the two-day event. The main part of the event took place in the Forum Hall, the second largest hall in the PCC. Its layout was adapted to suit the needs of the convention. „We used technology provided by the PCC. It was of a really high standard,” recalls Mrs Svobodová. In addition to the hall, the organisers used the Forum Foyer for coffee breaks and two adjoining rooms for side meetings and the work of the congress committees. „It helped us a lot that we could bring the necessary things the day before the event. The PCC production worked great, they were our partner. Nothing was a problem for them. The response to all requests was quick and flexible,” she says.



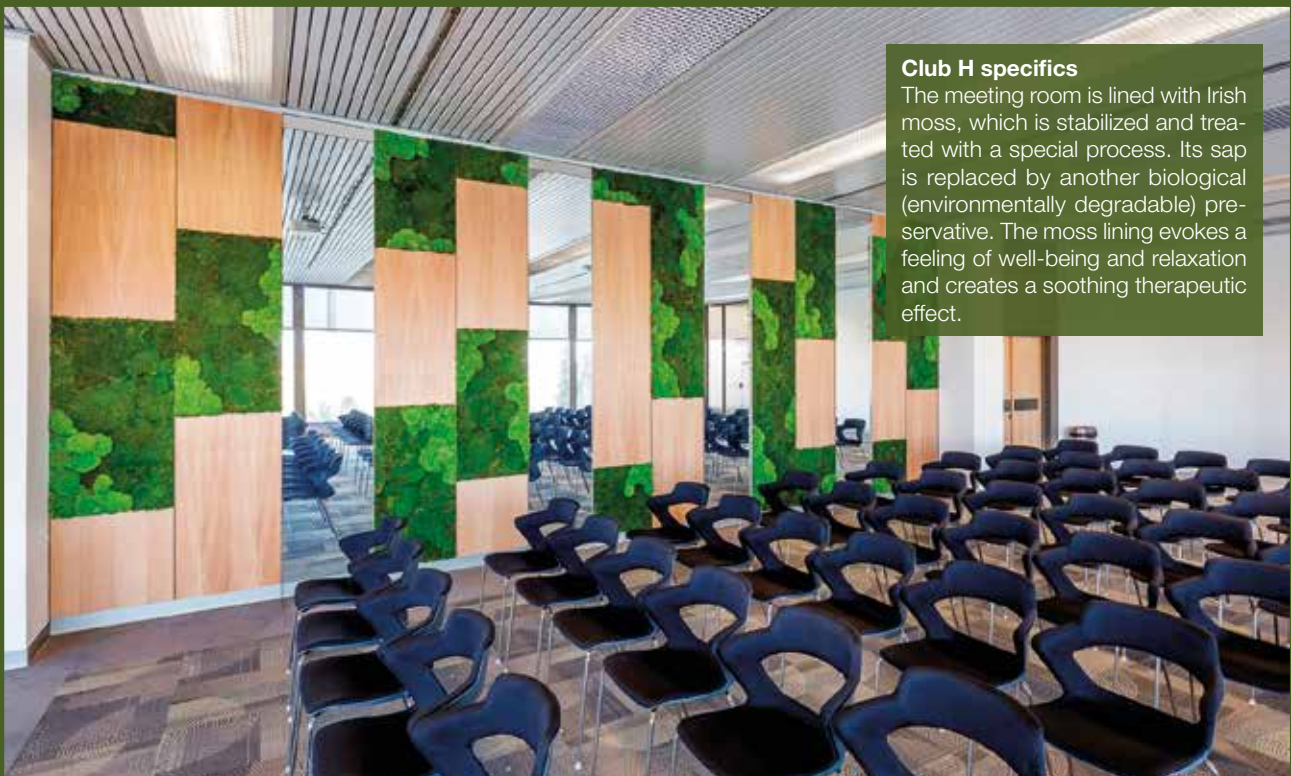
What has worked:

DIGITAL NAVIGATION SYSTEM

In the past, printed signs, which were on walls or floors, were used for navigation. Today, a modern navigation system is available and is already included in the rental price. The navigation system is complemented by the event logo. It is possible to make changes to it operatively.

LARGE LED SCREENS

These modern screens can be effectively used for various messages or advertising blocks. The price of these screens is reasonable, and their effect is amazing. During the convention, these screens were used to show a video promoting the recreational facilities of the Trade Union of Railwaymen.



Club H specifics

The meeting room is lined with Irish moss, which is stabilized and treated with a special process. Its sap is replaced by another biological (environmentally degradable) preservative. The moss lining evokes a feeling of well-being and relaxation and creates a soothing therapeutic effect.

The PCC's Added Value Are People

Roman Sovják is the new Sales and Marketing Director of the PCC. He comes here to help restart the business after a two-year hiatus caused by the global pandemic. „I am an optimist. I believe people want to meet in person,” he says.

You were in your previous position for many years. Why did you decide to go for a change and why the PCC?

It was an incredible 10 years journey as country manager for the Czech Republic, leading the international marketing program Superbrands. At the beginning, the challenge was to launch it on the Czech market and establish it as a leadership brand in the appreciation of successful brands. I think that was successful. Now I have decided for a change. Because I got into a situation where I felt that I couldn't give anything new to the brand. After Covid, I had the opportunity to go back into the hospitality business, where I had previously spent 17 years. I chose the PCC for two reasons. The first is my perception of the space - with its a long-standing tradition, there is a sustainable and technologically innovative building which has an ambitious vision for further development. This presents an opportunity for my next professional challenge. The second reason is the personality of the CEO, Lenka Žlebková, with whom I relate as a person and consider her a great professional in the field of congress and conference tourism. I have been a customer of hers for a long time, and now a new era is beginning when we will be colleagues.

How did you perceive the PCC before you started working there? Were you familiar with it?

I used to enquire about the PCC as part of my agency work for my clients' events. In 2001, we held a large psychiatric congress at the PCC. In 2018, on the occasion of the 100th anniversary of the Czechoslovak Republic, we chose the PCC as the venue for a festive tribute event, which was held once a year as part of the Czech Superbrands programme. My steps were also directed to the cultural events themselves. I remember, for example, the 90s, when I visited the musical Dracula.

With what vision did you come to the PCC?

I would like to fulfill the mission of the PCC. Restart the business and bring back thousands of delegates from congresses and conferences from all over the world to attend events at the



PCC after two years of lull. And I would like to bring back the tradition of PAKUL to this space, when it will once again become a place for inspiring meetings and leisure activities for the people of Prague and the public in general.

It will be important to restart the congress business. Have you had any signals from the organisers as to whether events will return? How will it change?

Yes, the first signals from the market say that the return to the traditional congress or event business will be gradual. It is important to see that delegates are now applying to congresses in a last-minute mode, leaving decisions to, well, the last minute. Many still choose to attend the event virtually. The war in Ukraine will exacerbate this trend for some time, but I am optimistic and

believe that this trend will change, and people will meet in person at events, however it will take some time.

You built a virtual studio that helped you in the covid era. Will you continue to have a use for it?

The covid pandemic brought many new habits into our professional and personal lives. In the congress and conference tourism sector, for example, it was the invention of virtual and hybrid events. It was necessary to react quickly to the new situation and create a new product that we will continue to develop and have ready for the future for a portfolio of clients who will continue to use and prefer it.

Do you already count on online or hybrid congresses permanently? Will they become a regular part of your business?

This new phenomenon will live on with us in the event business. Looking to the future, however, I am optimistic that after an absence of almost two years, people will have the desire to meet again in person, to share their experiences and knowledge face to face. I believe that Christmas parties implemented virtually are literally a hybrid phenomenon that will quickly be displaced by people's need, whether employees of companies or their business partners or clients, to meet in one place in person.

You come to the PCC between two extreme situations. Have you ever experienced anything like this?

Yes, I have experienced a similar situation. It was 2001, when there was a terrorist attack in the USA, and less than a year later the Czech Republic was hit by a massive flood. These two events were very close in time and significantly dampened tourism for a long time.

The PCC not only hosts congresses, but also cultural events. Back in autumn, their organisation was unclear and there was not much interest from the public. Have you seen any signs that people's behaviour in this respect is also returning to what it was two years ago?

We also expect a gradual return to the attendance figures of 2019 in the cultural events segment. But we already perceive that this return to normal will definitely be faster than for B2B events, which are, after all, influenced and bound by corporate regulations or corporate standards. Whereas a person on his or her own is free to decide whether or not to go to a cultural or sporting event.

Have you managed to find your favourite place in the PCC yet?

Yes. It may sound funny, but it is a renovated cushioned chair in the Congress Hall, which in my experience has no rival in any



ROMAN SOVJÁK

He has spent the last ten years as Country Brand Director of the Czech Superbrands brand, which he has successfully established on the Czech market. The new challenge for him is the position of Sales and Marketing Director of the PCC. He returned to the hospitality segment, where he spent a total of 17 years. His main goal is to get the congress and conference business moving again after a two-year hiatus.

large cultural hall in Prague. It's so comfortable that when you experience a concert or musical in it and it ends, you just want to close your eyes and stay in it all night.

Where do you look for inspiration?

I am mostly inspired by the stories of successful people and their projects. I also look for inspiration in everyday life.

What is the main added value of the PCC from your point of view?

Location. Breathtaking day and especially evening views. But most of all, the people inside. In the short time I've been at the PCC, I've already found that there are a great many heartfelt folks among them, who in many cases have been living for this building for decades. And that's the greatest credit you can, and even must, benefit from.

Can you tell us something about yourself? For example, what do you like to do when you are not in the PCC?

I have a great passion for travelling. I love to discover new places; I love to experience new cultures. I also like to experience cultural events at home, whether it's musicals, concerts, cinemas or theatres. I am fascinated by Gothic architecture and the Middle Ages, for example. I like to clear my head in the countryside by in-line skating or swimming.



Healthy Catering

Stay Fresh All Day

Food is an essential necessity of life. But it is also a kind of barometer of a successful event. Anyone who has ever experienced anything like this knows that good catering is essential to the success of any event. Visitors or guests can forgive a lot, but never bad catering. You can have the best event, but if the catering fails, the satisfaction with the whole event will decrease rapidly. Even if you're the best in all the other indicators.

There is a growing interest in healthy eating around the world. It also goes hand in hand with stimulating the brain and keeping it awake. If you give the attendees of an event a typical Czech dish of sirloin, cream sauce and dumplings for lunch, some might be excited, but they won't get anything out of the afternoon program because they won't stay fresh and alert. And how they will be attentive, we don't need to go into at length. You definitely won't go wrong if you choose a healthy form of catering for your events. But beware of common myths. Healthy food doesn't mean having a salad for lunch and a sweet dessert with your afternoon coffee. Healthy means, above all, fresh and high quality. The nutritional balance of each meal is also important. This ensures that the body gets exactly what it needs, which is protein, carbohydrates, fats, vitamins, minerals and fibre.

Food for everybody

Currently, there are many people who cut certain foods out of their diet, either for health reasons or voluntarily. Catering should be prepared for these situations, offering both regular food and food for vegetarians or vegans. Just as you would not honour a vegetarian or vegan with meat, you would not honour a die-hard carnivore with perfectly prepared vegetables.

Quality and accessible ingredients

For healthy catering, it doesn't matter whether you serve meat or vegetables, the key is that it's made with quality ingredients. Choosing local suppliers is also a good way to go: farmers, growers, breeders. Not only will you get quality ingredients, but you'll be helping the environment by not shipping the ingredients halfway around the world.

Feed your brain

You may have already come across the term brain food. This refers to food that is good for the brain, stimulates its activity and maintains attention. It's the perfect ingredient for lunch at any event where you need to keep your attention in the afternoon. And you don't have to give up meat either. Fatty fish such as salmon or tuna are ideal for this. You will not go wrong with vegetables such as spinach, kale, broccoli or beetroot either. Choose red or brown rice or beans as a side dish.



Coffee and dessert

Even healthy catering can offer an afternoon dessert with coffee. However, fresh and high-quality ingredients are also essential for sweet treats. Avoid white sugar and wheat flour, add chocolate (the higher the percentage of cocoa, the better) and you not only have a great-tasting dessert, but also a dessert that not only helps to keep your attention (just like coffee), but is also proven to improve your mood.

FOOD YOU CAN'T GO WRONG WITH

➤ Avocado

Contains vitamin B6 and C, which slows down cell ageing, and potassium, which should be consumed by those who are stressed and tired. It supports brain function, lowers blood insulin and cholesterol levels. It is popular with vegans and athletes.

➤ Almonds

They contain a lot of magnesium and vitamin E. Both of these substances benefit the heart. Almonds are also a great source of protein, fiber, B vitamins, calcium, zinc and iron. Add almonds to dessert or white yogurt and you have a great and tasty snack.

➤ Tomatoes

High vitamin C content, easy to digest and great versatility, which allows this vegetable to be used in both hot and cold cuisine. As a result, tomatoes have an open door to every table where healthy food is served.

➤ Oyster mushroom

The queen of mushrooms, which not only tastes great, but has many health benefits. It contains vitamins, proteins and fatty acids. It is suitable for preparing soups, sauces, but also for meat.

Obsessed With Dakar in The PCC

You can experience the Dakar Rally for yourself, and you don't have to cross any borders. Martin Macík, a recurring participant of this famous rally, and his team have been visiting various parts of the Czech Republic for several seasons with their talk show, *Posedlí Dakarem* (Obsessed with Dakar). The event returns to the Prague Congress Centre repeatedly.



How did your talk show begin?

Posedlí Dakarem, formerly known as the Dakar Talks, started 10 years ago when I started racing the Dakar Rally. Back then there were small events in my hometown in the library. Next year the library was too small, so then we used the cinema and then several cultural houses around the country. Until we worked our way up to the Prague Congress Centre in 2020. It was when I decided to do events all over the country that I called these events *Posedlí Dakarem*, because they are events for Dakar fans, my racing team and I, which has a 20-year history. The name and the events were a success right from the start. And when you have fans like that, it's easier to organise.

The event is very popular. Were you surprised by the response?

I was, although I had hoped it would be so. However, it has been gradual and each year the participation has increased because we have worked so hard on it with a whole team of people helping me. Then and now it makes work for several of us. Coming up with something new every year, especially in these conditions (covid, war), is not easy.

How do you explain the popularity of the event?

The approach to our fans. They are not indifferent to us; we want to create something new for them every time. Then, it's definitely the uniqueness of the event. *Posedlí Dakarem* in the studios is so to say a talk show, where we want to have fun, we want to laugh, and we want people to like it. Plus, they get some behind-the-scenes information from the Dakar race they're watching, there's no other way to get that information.

What is your biggest attendance on one event?

It was at your very own congress centre, with over 1400 people! It was a blast!

Did you go through any training before your first performance to be able to perform in front of so many people?

Not at all, that's just us. As they say in the Czech Republic, we talk like we've grown a beak (local phrase). At the same time, my navigator Ferry and I are kind of exhibitionists and we can handle it. The 10 years have taught us, but still, when we first came out in front of 1000 people, the nervousness was present. You cannot admit it though, the first laugh from the room is enough to make it all go away. You just have to enjoy it!



You've been active for several years. How is each year different?

The magic of our talk shows after the Dakar race is that we never know how a given year will turn out. So people are actually buying tickets to an event where they don't know what they're going to learn, they just know approximately what kind of programme they're going to get. Every year we tell different stories, tell different jokes, have different guests and show different photos and videos.

Is there a script of the show or is it an improvisation?

Yes, there is. It's a professional performance somewhere between stand-up and travel narrative. But you can't do it without improvisation either, the fans expect it, that's what we are.

What do you use to choose the cities and venues for the events?

We always choose locations based on the fans, i.e., where we have the most fans, and then where it is accessible, i.e., the catchment area. Of course, everyone would like to have it in their own city, but we do more than 8 events around the country and it's not easy to organize everything.

There are many options in Prague, why did you choose the Prague Congress Centre?

Several factors played a role here. I wanted to find a nice environment for the audience, where we could end our roadshow. A place where there is enough space and, given the location of the capital, a large enough hall. This is not a rock concert that will sell

out the arena, and I knew I needed a hall for at least 1000 people. I then researched the possibilities, and the Prague Congress Centre was the obvious choice. Plus, I live close by.

How satisfied are you with the environment and facilities at the congress center?

I personally arrive at the event, sign posters in the dressing room, we film a bit and take some photos and go on stage. Everything else is taken care of by my amazing team led by the event director Martina. Everything within the Congress Hall is in perfect order and I was definitely satisfied with the quality of the technical background, i.e. sound and projection. This year we had to move the event to the Forum Hall, which I was not so impressed with, but everything worked and the audience was satisfied. That's the main thing because we do it for them.

MARTIN MACÍK

He started as a navigator on the Dakar Rally in 2013, but after only two years he switched to driving a truck. His home team is Big Shock Racing, which he helped build himself. As a driver, he has several stage wins and an overall fourth place in the Dakar Rally. He has created many projects with his team. Among the most famous is the talk show Posedlí Dakarem, which for several years has been bringing fans behind the scenes of the most famous rally race in the world.

The Prague Musical Gobelins Tapestry As Created In a Famous Jindřichův Hradec Workshop

At the time of the building's construction, the interiors of the Prague Congress Centre were decorated with many unique works intended to present the art of the Czech people, not only artisanal art, but also intangible art such as music or theatre. Their display in the then Palace of Culture was demonstrated by two large tapestries, Prague Theatre and Prague Music, designed by Cyril Bouda in his workshops in Jindřichův Hradec.

Many Gobelin tapestries and tapestries were produced for the Palace of Culture and many of them are still presented in the PCC today. In the 20th century, Czechoslovakia was a country with a very developed industry for textile production, which is evidenced by the fact that Brno was called the Moravian Manchester and it was also in Brno that the special textile art technique Art protis was developed, which was used to make the Sun Curtain in the Congress Hall. Another unique feature is the fact that two manufactories for the production of Gobelin tapestries and tapestries have been operating in the Czech Republic since the beginning of the 20th century. The first one was established in 1898 and can be found in Valašské Meziříčí under the name Moravian Tapestry Manufactory. The second was founded by Marie Teintzer in 1908 in Jindřichův Hradec. Both of them produced tapestries according to the designs of the most important artists and today they are also engaged in restoration. In the second half of the 20th century, they were temporarily merged into the national enterprise Umělecká řemesla (Arts and Crafts), and under this brand name, tapestries were created for the interiors of the Prague Congress Centre.

Author Cyril Bouda

The author of the tapestry Prague Musical is the painter, graphic designer and illustrator Cyril Bouda (1901-1984). Art was in his genes, his father taught drawing at the grammar school in Kladno, his mother was the sister of the sculptor Stanislav Sucharda and his godfather was Mikoláš Aleš. Cyril Bouda studied at the School of Applied Arts in the studio of František Kysela, who was, among other things, the author of probably the most famous series of tapestries called Crafts, which were woven in workshops in Jindřichův Hradec for the International Exhibition of Decorative Arts in Paris in 1925. Among his close friends were other important authors of designs for tapestries, Antonín and Ludmila Kybal, whom he often visited at their cottage in the picturesque Ptáčov near Třebíč and where he also met his second wife. We all know Cyril Bouda's work without knowing it. He illustrated more than 600 books, especially fairy tales for children and books of poems, designed more than 50 stamps, and designed stained glass windows for three windows of St. Vitus Cathedral.



Prague Musical

Cyril Bouda designed several tapestries, the most famous of which are Prague the Queen of Music and the Prague Musical. Prague the Queen of Music is a remarkable veduta of Prague with a spicy history. It was produced in two editions. In 1958 for the International Hotel in Dejvice, depicting Stalin's monument on Letná, and for the National Assembly building in 1960, after criticism of the criminal Stalin regime without the monument.

The Prague Musical was created twenty years later. It has impressive dimensions: 250 x 500 cm. Unlike most of the artworks in the PCC, which are abstract or stylized, Prague Musical is one of the most realistic in its approach in the building. The central figure is the muse of love poetry and music, Erato, who unveils a curtain featuring the most important musical composers Bedřich

Smetana, Antonín Dvořák and Leoš Janáček with motives from their operas *The Bartered Bride*, *Rusalka* and *The Cunning Little Vixen*. The stage for their music is Prague and its most important buildings, including the Estates Theatre, the National Theatre, the Rudolfinum and the Municipal House. „Prague has always trembled with music within its walls. To those who have once seen it, its name sings forever in their hearts, it is itself a song rooted in time, let it resound far into the ages to come, high up to the stars.” The musical performers here are also real. Bouda's tapestry captures the most prominent personalities of the time, such as opera singer Eduard Haken in his role as Kecalá from *The Bartered Bride*, Czech Philharmonic conductor Václav Neumann, violinist Josef Suk Jr., pianist Jan Panenka, cellist Josef Chuchro and the Kühn Children's Choir.

Martina Lehmannová, The author is a museum worker



Holiday Inn Prague To Undergo Extensive Renovation

Kamil Zlomek has been appointed the new General Manager of the Holiday Inn Prague. One of his tasks will be to carry out an extensive reconstruction of the lobby, while at the same time he would like to try to attract Czech clientele to the hotel. This is one of the reasons why he is focusing on the Czech concept. „We want Czech wines, Czech ingredients, Czech food,“ says Kamil Zlomek.

Why did you apply for the position of General Manager of the Holiday Inn Prague?

Many of my former colleagues now work at the hotel, I also know my predecessor Zdeněk Kovařík, thanks to whom I found out about the position. For the last three years I have been General Manager at the International Hotel in Dejvice, Prague. The new owner wanted to invest, he had big plans, we wanted give the hotel some glamour and return it to its glory, which was a challenge for me. Unfortunately, this did not happen - Covid came and the investment was stopped. In the end, the owner had completely different ideas than I had, so we parted ways. Thanks to that, I had the opportunity to participate in the selection process for the Holiday Inn Prague hotel. I've been in gastronomy all my life: I started as a chef and gradually went through practically all gastronomic operations, be it restaurants, cruise lines, private hotels, Michelin star restaurants, hotel chains, etc. However, the position of General Manager of the Holiday Inn Prague hotel, which combines the semi-state sector and franchising, occupies a unique place in my career. In addition, I have a family history with the PCC building: my father worked there for eight years as a cold kitchen chef from the time it opened in the 1980s, and I was there for my studies and internship, so my career actually began right here at the PCC.

What vision did you come to the hotel with?

This vision was actually part of the selection process - they were looking for a professional with experience in hotel operations, and I have been in the hotel industry for over 25 years, having worked in many international five-star hotels. We have a major lobby refurbishment in the pipeline. Personally, I have successfully completed several renovations, such as rooms, lobby and spa, I have experience and I also enjoy doing them.

The hotel has been in business for many years thanks to the PCC business, but I still see the potential for occupancy that can

be filled outside of the congress business. I think we will be starting again after Covid, but I am optimistic and believe the take-up will be meteoric. I see a hunger for travel among people, so it will be good to be ready and welcome guests in the newly renovated space.

CHANGE OF NAME >

The official name of the hotel is now Holiday Inn Prague. The hotel has dropped part of the name „congress centre“ at its own request. The reason for this was that this suffix could psychologically discourage ordinary, i.e., non-congress, clientele not only from visiting the hotel, but also the restaurant and other parts of the hotel.

Are you planning to make more use of the garden that belongs to the hotel?

The garden has been used in the past. My predecessors tried all possible concepts. But we are in the Czech Republic and there is still a kind of fear to go to the hotel, to use the restaurant, the garden... It's not a problem abroad, but it is here. Even we struggle a bit with the garden. In the past we tried barbecue, shower, rest room, there was even a patio, but it was not very successful. I want to look at the possibility of team building activities because the garden is really underused. We want to use it to its full potential and offer it to the locals. But the perception needs to change that people don't go to a hotel, they go to an event that takes place in a hotel. We need to offer something to the guests, something to attract them.

How to achieve this?

I have a good experience from the International Hotel, where we used the garden for the „More Prague“ event, which I participated in. For example, the hotel garden was used for a performance by the Spejbl and Hurvínek Theatre. It was a huge promotion for the

ACKNOWLEDGEMENTS ➤

I would like to thank all my former supervisors for their support, mentoring and passing on life experiences. Especially Mr. William Boulton-Smith from Prague Marriott Hotel and Gorjan Lazarov from OREA Hotels & Resorts - for their trust, support and mentoring and of course the current CEO of the PCC Mrs. Lenka Žlebková for the opportunity and support in my new position here at Holiday Inn Prague.

hotel, and eight thousand people came through, who otherwise probably wouldn't have come to the hotel. We would like to take this festival to other locations. And I don't rule out the possibility of including our hotel garden in time.

A way to get non-hotel guests to come to us is brunches. We hold them once a month and they are very popular, so now we want to try a brunch twice a month as well. That's also why we're coming up with a new Czech concept. We're going to do a new bar, and we want it to be strictly Czech. We have contracts with breweries and coffee suppliers. I think we can be attractive to both foreign hotel guests and Czech clients. We want foreign guests to come back from the city in the evening and stay at the cocktail hotel bar and we want Czech clients to come to us for meetings and even for lunch. That is our goal and vision. Our advantage is that we are near a metro station, we are accessible, we have parking spaces, we have Vyšehrad.

Your bistro has been doing very well over the last two years. What are the plans for it?

The bistro is doing great through lunches for employees from surrounding offices. We tried morning and evening hours, but that didn't work out. Guests take their food to go, when it's nice they can sit outside. Special take away menus for different occasions such as Christmas and Easter are also popular. We plan to include the bistro in the menu for hotel guests. Some people don't want to



➤ **KAMIL ZLOMEK**

Trained as a chef. It has taken him to many different establishments in several countries. As a chef, he later became part of hotel management and gradually became more involved in operational management, for example as Food and Beverage Director. He has worked with many international hotel chains. Since February he has been General Manager of the Holiday Inn Prague.

spend time on breakfast and want something quick, they grab a sandwich and coffee at the bistro and go straight to town.

Tourism experts say people are hungry for travel and personal encounters. That's great news for the hotel...

When everyone took the plunge into the virtual world at the start of Covid, I was convinced from the start that it wasn't a permanent change. I was skeptical that it would stay that way. I once happened to have six virtual meetings in one day and it was very challenging. I think even meetings lose momentum that way. I'm glad that it has been confirmed that people want to meet and that virtual meetings remain an add-on.

You have a lot of experience behind you. Is there a favourite hotel or one that inspires you?

My biggest learning experience was a private hotel in Basel, Switzerland. There was a fancy Michelin restaurant, plus we had a traditional Wurtschaft restaurant with „Swiss rösti” and a garden for 400 people with pizzas from the oven, all prepared in one kitchen. There I really gained a lot of experience and learned to be flexible, to act quickly and to make decisions swiftly. I like hotels with interesting concepts. For example, there's a hotel near the Prater in Vienna that's designed in the style of pilgrimage, and there's a beautiful industrial hotel near the zoo in Berlin that looks directly into the zoo. I don't want to copy anything, of course, but I like the local focus. When you have a building from the 1950s, you can hardly do the interior of a modern city hotel. You always need to respect the environment in which the hotel is located, including its premises, and target the concept to a specific clientele.

What do you enjoy besides the hotel?

I have two daughters. I spend my free time with my family, I enjoy cycling, swimming, gardening and everything around the house. In addition, I like to learn about modern culinary trends. I like to visit new restaurant concepts, the chef in me cannot be denied.

What Events Will Take Place at The Prague Congress Centre In The Coming Months?

➤ 20. 5.

CONCORD ORCHESTRA SYMPHONIC ROCK HITS- MAN OF DARKNESS

The world's first dance orchestra, CONCORD ORCHESTRA, will perform a single performance in Prague as part of a Czech-Slovak tour. Professional musicians from different regions of the world perform under the direction of Italian conductor Fabio Pirola. The performance will feature the best hits from artists such as Queen, Metallica, AC/DC, Nirvana, Kiss, Deep Purple, Pink Floyd, Roxette, Linkin Park, Scorpions, Muse, Evanescence, System of a Down and Rammstein.

➤ 21. 5. – 22. 5.

OPEN HOUSE PRAGUE

The Prague Congress Centre will take part in the eighth edition of the Open House Prague festival. As part of the Architecture for All project, people can see rooms that are traditionally inaccessible to the public.

➤ 27. 5. – 29. 5.

SHEN YUN

Experience the beauty of ancient China before communism. Shen Yun's unique artistic approach transforms the theatrical experience into a deeply moving journey of many dimensions. It takes you through one of humanity's greatest treasures, five thousand years of traditional Chinese culture. The performance will offer stories of the ancient past. You will even explore realms beyond this visible world. Shen Yun opens a gateway to a civilization of enchanting beauty and inspiring wisdom. It is a performance of one of the oldest art forms - classical Chinese dance - along with innovative multimedia effects and original orchestral compositions.

➤ 6. 6.

THE PINK FLOYD LEGACY UK

The Brick in the Wall tour, with a stop at the Prague Congress Centre, will celebrate the 40th anniversary of The Wall album. It was recorded in 1979 by Pink Floyd. The Wall has sold 23 million copies worldwide, making it a multi-platinum album and ranking 87th on Rolling Stone's list of the 500 greatest albums of all time.

➤ 21. 8. – 24. 8.

INTERNATIONAL COUNCIL OF MUSEUMS ICOM 2022 „THE POWER OF MUSEUMS”

One of the biggest congresses to be held this year at the Prague Congress Centre is ICOM 2022, a conference where the world's museums will present their scientific projects and visions. The purpose of the conference is to establish cooperation among the professional community, to deepen and share their knowledge and, above all, to create a platform for dialogue at an international level.

➤ 3. 9. – 18. 9.

MAMMA MIA!

The hit musical Mamma Mia! with hits written by the band ABBA finally returns to the Prague Congress Centre after several postponements caused by the pandemic. Ten performances of this popular musical will take place during September.

➤ 23. 9. – 6. 11.

DĚTI RÁJE (CHILDREN OF PARADISE)

The successful Czech musical by Sagvan Tofi has received its long-delayed premiere and has several performance dates in the autumn.

➤ 20. 10. – 22. 10.

MIREILLE MATHIEU

Mireille Mathieu will finally meet her fans on her much-delayed Anniversary Tour, celebrating 60 years on the music scene. Accompanied by the Mireille Mathieu Orchestra, she will present the best-known songs from her long career, as well as from her latest album Mes Classiques, in which she sang classical pieces in special arrangements. This was created in the Czech Republic, and Mathieu even filmed a video clip for two of the songs at Prague Castle and St. Vitus Cathedral.

➤ 14. 11.

YAMATO

The legendary Japanese ensemble made up of the best "Taiko" drummers returns to the Czech Republic after two years with a new show „Passion." This new show celebrates passion as the driving force behind everything. The program aims to cause an explosion of enormous passion. In order to achieve an absolutely perfect show, not only strong will and physical strength are needed, but above all PASSION, which drives everything forward. Passion has always been hidden in the background of all the previous programmes of the group: the soul, the body and the rhythm of the heart.

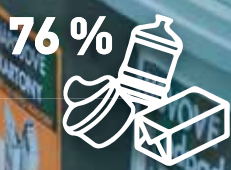


Nearly 3/4 of the Czech population are systematically sorting waste from their households.



> 640 000

Thanks to the cooperation of the packaging industry with municipalities and cities, citizens of Czech Republic have more than 640 000 colorful containers and bins for waste sorting.



Together, we manage to sort and recycle approximately 76 % of all the distributed and sold packaging.



www.ekokom.cz/en | www.jaktridit.cz/en

gCon - congress system the best IT solutions for your events



- ▶ Secure on-line streaming
- ▶ Collection and distribution of presentations
- ▶ Connecting of remote speakers
- ▶ Voting
- ▶ Networking
- ▶ Live questions
- ▶ Mobile application



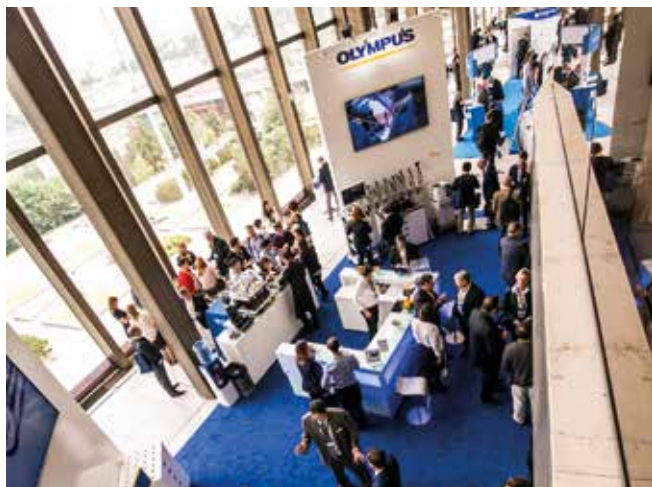
partner of the Prague Congress Centre

T.R.I., s.r.o. • www.tri.cz • info@tri.cz

PRAGUE CONGRESS CENTRE

PARTNER FOR YOUR NEXT EVENT

Architecture of the building together with [the flexibility of the interior premises](#) allow for holding various events from large congresses and exhibitions to social gatherings. On top of that, [located near the historical centre](#) of the city, the PCC offers [beautiful views](#) of the entire city panorama. Being the largest congress centre in the Czech Republic, the PCC stands-out among the competition for its [uniquely comfortable seating](#) in the Congress Hall that offers [individually airconditioned chairs](#) and generous leg room.



Capacity up to 10 000 persons with largest hall for 2 764 pax



Variable premises with 20 halls and 50 meeting rooms



Exhibition area of 13 000 m²



More than 1 400 years of our team expertise



30 minutes from the airport and 5 minutes from the main train station



Cutting-edge technology with more than 300 wi-fi access points



High quality accommodation at the hotel Holiday Inn Prague



Art genius loci with over 200 art pieces

**VISIT US AT
STAND G300**

