**Prague** Congress Centre Magazine

1 2025

## Let's Meet



Where moments matter

The Phantom of the Opera: Artistic and Technical Mastery

**SEUD 2025:** Prague as a Centre of Women's Health

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#### A spring packed with prestigious congresses and conferences

Dear readers.

I'm delighted that Prague continues to be ranked as one of the TOP 5 most desirable congress destinations in the world and that we've seen a return to the figures we enjoyed before Covid. Prague Congress Centre has had a really busy spring packed with prestigious congresses and conferences, and the outlook for the future is very bright indeed. We will be hosting some major world congresses on an enormous scale in the coming years! We are glad that their organisers have chosen our PCC, which not only has the advantage of being in a strategic location with excellent accessibility, but above all offers attractive premises and perfect service. This is an honour for us, but also a commitment to keep improving in the years to come.

In addition to professional events, we've also hosted a number of cultural performances, the most notable of which was the world-famous musical The Phantom of the Opera in its original version. Read on to find out what a huge show this was and how many people were involved. And we did it to perfection!

I'm also delighted to see how the area around the PCC building is becoming a cultural epicentre. Thanks to the Art District Vvšehrad project, our northern terrace now hosts various art installations and cultural and social events that fuse history with modern art. One fresh new feature as part of this project is the unique interactive Crossroads installation, created in collaboration with PRAHO! project. You too can stop and give space to your thoughts and emotions.

It's also worth mentioning the pleasant partnership with our "Vyšehrad neighbour" - the Jedlička Institute - to whose Foundation we were pleased to donate CZK 100,000. I would like to see this donation do at least something to give the Institution's clients a better and more joyful life. We also welcome a new partner among our tenants - Gorila Sports Centre. We look forward to getting Gorila moving together!

On behalf of all my colleagues. I wish you a pleasant read and a wonderful summer! Thank you for your support.

Lenka Žlebková Director General of PCC

Link Lletton



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#### All Women Festival

The All Women Festival is an annual event focused on supporting women (and others) in business, diversity and inclusion. This year's event was held on 6 March at PCC and its theme was "Twinkle, Winkle Al", i.e. connecting artificial intelligence with various areas of business, art and medicine. The festival offered participants the chance to enjoy mentoring with prominent personalities, networking and discussions on topics such as diversity, inclusion, ESG and the circular economy. Guests included David Semerád, co-founder of STRV, Michaela Duffková, author of books on addiction, Filip Dřímalka, expert on digital innovation, and Iva Kubelková, presenter and actress, who shared her view on artificial intelligence. The festival also included an outfit SWAP promoting the circular economy and sustainability.



## European Federation for Immunogenetics conference

The 38th European Federation for Immunogenetics (EFI) conference was held at PCC from 14-17 May 2025, on the theme "Immunogenetics - Science and Clinical Applications - The Way Ahead". The event offered talks by leading experts from around the world, presenting the latest advances in immunogenetics and their impact on transplant patient care and basic research. The EFI conference returned to Prague after 14 years - we are glad that the organisers chose our congress centre again.

#### **World Tourism Forum**

In May, PCC hosted the World Tourism Forum - an event aimed at fostering innovation, empowering startups and exploring the transformative potential of artificial intelligence and technology in the tourism sector. It was organised by the Ministry of Regional Development in cooperation with UN Tourism and CzechTourism. The Forum is for international representatives of public administrations, government institutions, national tourism centres, tourism professionals, scientists, entrepreneurs and managers from UN Tourism member countries. It provides a unique opportunity to share regional perspectives and discuss key challenges and trends in tourism.

#### **ESG NETWORKING**

In November 2025, we hosted ESG NETWORKING - an event organised in cooperation with Forbes Czechia magazine, which traditionally includes the announcement of the best Czech companies ranked according to their ESG activities. At the afternoon networking meeting, representatives of companies shared their experiences with the implementation of ESG strategies across sectors and industries, and our CEO Lenka Žlebková also gave a tour of Prague Congress Centre.



## The cream of the European technology world at PCC

On 8-10 April 2025, PCC hosted a major event for all professionals in the field of smart technologies, automation and advanced process control. For the first time, two prestigious European conferences were held here together: The Smart Systems Integration Conference & Exhibition (SSI) and the European Advanced Process Control and Manufacturing Conference. These two thematically linked but specifically focused events offered a unique opportunity for networking, sharing the latest expertise and practical solutions in areas such as Smart Systems & their integration, Advanced Process Control (APC), manufacturing efficiency, Al and data analytics. These topics were discussed by more than 300 international experts all in one place.

## New sports centre

We've got some great news for all exercise buffs, especially fans of martial arts and contact sports. A new tenant has opened up on the 1st floor of PCC-Fitness Gorila MMA, which specialises in martial arts training, especially MMA, boxing and Brazilian jiu-jitsu. The centre is open to allmembers of the public, tenants and staff and offers individual training and group sessions.



#### Holiday Inn Prague & Nesnězeno

Nesnězeno, a platform that actively helps to reduce food waste, has entered into a partnership with our Holiday Inn Prague hotel. Customers can purchase various goodies, in our case packed breakfasts, at a discounted price through the app. The packed breakfasts are prepared from a fresh morning buffet and are served on weekdays from 11:00 to 11:30 in our Délicatesse bistro. Customers can also purchase a great coffee or dessert from our pastry shop to enjoy with their breakfast.

## We save energy

In the PCC building we've installed new escalators with lightweight technology that operate using sensors. This can save up to 50% energy. Their other advantage is that the lighting can be changed as needed, such as to match the colours or logo of an event.



## EADV Dermatology Congress

In the second half of May, we welcomed the symposium of the European Academy of Dermatology and Venereology (EADV) here at PCC. This international event provides a platform for the exchange of expertise, collaboration and presentation of the latest research in the field of dermatology and venereology. The programme for 2,000 participants included interactive and specialised scientific sessions covering a wide range of topics.

# What's coming up at the Prague Congress Centre

Calendar of selected events



#### 28 June – 3 July 2025 World Congress in Fetal Medicine

This prestigious international congress is designed for experts in feto-maternal medicine and physicians with a broader clinical interest to keep them up to date about the latest developments in the field. The speakers will include many of the world's leading experts and young researchers. The Czech Republic will be represented by prof. MUDr. Pavel Calda, CSc., an acclaimed expert in the field of fetal medicine, a branch of prenatal medicine that focuses on the investigation, diagnosis and treatment of the fetus before birth.



#### 13–16 September 2025 47<sup>th</sup> ESPEN Congress on Clinical Nutrition & Metabolism

The ESPEN Congress, a prestigious international event organised by the European Society for Clinical Nutrition and Metabolism, brings together experts from the fields of nutritional medicine, clinical care and scientific research every year. The Congress will offer the latest findings in clinical nutrition, metabolism, intensive care, oncology, geriatrics and other specialisations. It promises expert lectures, interactive workshops, poster presentations and wide networking opportunities with colleagues from all over the world.



>>> Where moments matter.



See here for the current list of events.

#### 25 September 2025 Jason Mraz

The winner of several Grammy Awards, American singer Jason Mraz will be performing at the PCC Congress Hall this autumn as part of his Still Yours Tour. In a solo acoustic concert, he'll tell the stories behind some of his most famous hits such as I'm Yours and will also be performing his new songs. By the way, Prague has already appeared as the backdrop in his video for his cult hit Lucky.



#### 27 September 2025 Life on Our Planet

From the beginning of life to the present day: Experience a fascinating journey through billions of years of evolution accompanied by breathtaking music! Steven Spielberg's film documentary with the 60 musicians of the Bohemian Symphony Orchestra Prague performing live is sure to be a unique audiovisual experience. It will be screened in the original English version (with the voice of Morgan Freeman) with Czech subtitles.



#### 10 October 2025 Happiness@Work Live! 2025

The 11th annual leadership conference on building successful companies where people thrive. The event is intended for all those interested in creating a positive work environment and improving company culture - managers, HR professionals, entrepreneurs, coaches and all those interested in well-being and work-life balance. Visitors can enjoy inspiring lectures by visionary leaders from the world of business and science as well as a packed accompanying programme.





#### 17 October 2025 Diana Krall

The Canadian jazz singer and pianist, winner of Grammy and other awards, will be showcasing her musical mastery, velvety and mesmerising voice and personal charisma at PCC. With a career spanning the genres, she's captivated jazz fans and music lovers around the world, as well as the general public. She is always happy to return to Prague.

#### 18–23 October 2025 Optica Laser Congress and Exhibition 2025

This major professional event will offer a comprehensive overview of the latest advances in the development of solid-state lasers and their modern applications across industry, science and medicine. The congress will bring together the world's leading experts, researchers and innovators to present the latest trends, technological innovations and developments in the field of laser systems.



## Event of the year SEUD Congress 2025: Prague as a Centre of Women's Health

From 24 to 26 April 2025, the Prague Congress Centre hosted the 11th annual congress of the SEUD (Society of Endometriosis and Uterine Disorders), held in Central Europe for the first time ever. The event attracted more than 900 participants from all over the world and presented the latest findings in the treatment of endometriosis and uterine diseases.

Hosting the congress in Prague was an important step in making Central and Eastern Europe part of the international gynaecological community. Congress President MUDr. Lubomír Mikulášek expressed his pride that Prague has become a meeting place for experts from all over the world and emphasised the importance of cooperation and sharing knowledge to improve women's health care in the region.

#### From adolescence to menopause

"The SEUD 2025 Congress was exceptional not only as regards its professional standard but also for its diverse programme," said Petra Kálalová, Business Development Manager at PCC, on behalf of the hosts. Highlights of the programme included "Giving women their lives back: how you can improve your patients' outcomes with multidisciplinary approaches







## Thank you to the organiser

"We were delighted to be able to hold the 11th edition of the congress in Prague, in the exceptional setting of the Prague Congress Centre, and to welcome medical experts from all over the world for three days," said Marie Gallet on behalf of the French organisers, adding: "Everything went as smoothly as could be. The team from the Prague Congress Centre was very helpful and extremely efficient. We really enjoyed working with them."



to endometriosis management", which highlighted the importance of comprehensive and interdisciplinary care for patients. In addition, experts discussed topics such as "Pregnancy at risk in patients with endometriosis and uterine disorders" focused on reproductive health, "Modern diagnosis of endometriosis", introducing new methods for the early detection of the disease, and "The Intersection of Endometriosis and Infertility", which highlighted the important links between these two factors and their impact on reproductive medicine options.

The programme dedicated to women's health "from adolescence to menopause" included lectures, discussion panels and interactive workshops focused on innovative diagnostic and therapeutic procedures, including minimally invasive surgical techniques and personalised medicine.

#### Prague Congress Centre exceeded expectations

The ideal venue for this international event was provided by our Prague Congress Centre, one of the most important congress facilities in Central Europe. The congress-goers appreciated the quality of the presentations and the opportunity to establish international contacts, the high standard of organisation, the pleasant setting with beautiful views of the Czech capital and top-class catering, as well as the excellent accommodation and ease of access from the airport. The SEUD 2025 Congress in Prague presented some new findings in the field of gynaecology and also strengthened the position of the Czech Republic as an important centre of scientific and medical conferences.

>>> Where to hold a World Congress? Right here! <<

## The 8th World Congress on ADHD attracted a record number of experts to Prague

The 8th World Congress on Attention Deficit Hyperactivity Disorder (ADHD) took place from 8 to 11 May 2025 at the Prague Congress Centre. The event was a great success and confirmed the growing importance of international collaboration in the research, diagnosis and treatment of ADHD.

The congress attracted more than 2,400 participants and exhibitors from 79 countries, making it the largest ADHD World Congress ever. More than 40 scientific sessions, keynote lectures and poster presentations took place over the four days. This platform offered a space for sharing the latest research findings, therapeutic approaches and clinical experiences from different parts of the world.

Unforgettable moments of the congress included the opening ceremony, featuring "Clara's Dream", a ballet performance based on Tchaikovsky's "The Nutcracker", and an exhibition of artworks by French artist Jérémy Piquet. Guided tours of the poster sections and inspiring keynote lectures were also very popular.

#### Classy premises,

#### a unique atmosphere

The organisers praised the high professional standard of the speakers, as well as the smooth running of the whole event. "We were extremely satisfied with the Prague Congress Centre as a host venue. The facilities were well equipped and the staff provided excellent support throughout the event. The magnificent view of Prague added a unique atmosphere to the congress as a whole," said Annelie Höppner on behalf of the German organiser CPO HANSER SERVICE GmbH. "In many ways, the congress met and even exceeded our expectations. The organisation was smooth and the feedback from the participants was very positive.







The participants enjoyed expert lectures and guided tours of poster sections.



The scientific sessions were engaging and beneficial and the overall atmosphere encouraged networking and learning," she added.

The Eighth World Congress on ADHD has thus left a significant mark not only on the scientific community but also on the minds of all those who participated in its proceedings. For a few days, Prague became a world centre of neuroscience and mental health for children and adults.







### **Ambassador Awards Evening**

For the fourteenth time, Prague presented awards to leading experts for their contribution to the congress industry and for their merits in bringing important international events to the metropolis. The Prague Convention Bureau, which represents the Prague congress industry, also presented prestigious awards to three of our nominated ambassadors.

#### Congress of the Year 2024

Jacky Schweinzger for the 44th Annual Meeting of the Scientific Section of the

International Society for Heart and Lung Transplantation (ISHLT). The congress, which is the largest of its kind in the world, was visited by 3,700 delegates over four days, half of whom came from the USA.

#### Candidacy of the Year 2024

Prof. MUDr. Pavel Calda for his candidacy for the 22nd World Congress of Fetal Medicine. Its global reputation has won it the opportunity to organise this congress for 2025, which will welcome more than 3,500 leading experts in the field of



Prof. MUDr.
Pavel Calda
with Mayor
Bohuslav
Svoboda.

prenatal diagnosis, perinatology and fetal therapy to PCC in July.

#### Corporate Event of the Year 2024

Larry Čermák for the Emergence conference on crypto's collective future, which brought together the physical and digital worlds of the blockchain and crypto communities from the Americas and Asia in late 2024 here at PCC.

Other award winners were prof. Ing. Karel Bouzek for the 14th International Conference on Hydrogen Technology (Congress of the Year for up to 500 participants), Mrs. Lynn M. Beierschmitt for The One Conference (Inspiration of the Year) and prof. MUDr. Ondřej Viklický, CSc., Head of the IKEM Transplant Centre, for his long-term contribution to the congress industry.

>>> Where is the future being created? Right here. <<



#### Petra Kálalová

#### **Business Development Manager**

I'm delighted to be part of projects that go beyond the usual organisational frameworks and make a real contribution to the international sharing of scientific knowledge. These projects promote professional collaboration across continents and help push the boundaries of medical research and clinical practice.

One of them was the SEUD 2025 congress, which took place here at PCC at the end of April this year. The event, focused on the latest findings in gynaecology and reproductive medicine, attracted a large number of international delegates. One of the highlights of the diverse professional programme was a multidisciplinary approach to the treatment of endometriosis. With this congress, we continued our successful cooperation with the COM & CO EVENTS agency, which provided the full range of production and logistics coordination. Due to the client's demands for a variety of different formats for the expert sessions, special emphasis was placed on the quality of the breakout rooms and accompanying spaces. The venue was booked through the Prague Convention Bureau.

#### Ing. Vladimír Krejčí

#### Implementation Services Manager

For all events held at the PCC, the Interior Refurbishment Department ensures that the required furniture is installed in the areas to be used by the clients. For this purpose, we have around 8,000 chairs, almost 2,000 tables, mobile stages, bar stools, chairs, sofas, flipcharts, whiteboards, make-up tables, lecterns, posters, hangers and more.

The range of events we provide for in this way is very wide. From small seminars for a few people, cultural events such as balls or concerts, to congresses attended by several thousand visitors. In addition to the two largest halls, we manage 40 halls and lounges, foyers, etc. The accompanying buildings are implemented using two exhibition systems. The biggest challenge for us is to get all the necessary information from the client in advance via a request sheet. One significant event I'd like to mention that we're involved in is the annual Schola Pragensis, which is unparalleled in the PCC in terms of its scope. More recently, Retail Summit 2025 also required a challenging interior refurbishment. Each event is different, but the utmost care is devoted to them all.

#### >> Where do people meet? Right here. <<



#### Lucie Křečková

#### **Event Manager**

As an Event Manager I had the honour to participate in the preparation of the 10th International Congress on ADHD, which welcomed 1,500 delegates from all over the world. Organising such a large-scale event is often a challenge, but in this case working with the client was an extremely smooth process. Their clear vision and ability to communicate their needs effectively meant the event was planned and carried out with unprecedented precision and professionalism.

I believe that together we have succeeded in creating an environment that has fostered professional discussions between clinicians and researchers and enabled them to deepen their knowledge in the field. I'm delighted to have been part of this event, which not only benefited the participants in professional terms, but also offered many of them the first opportunity to see the beauty of our capital city. The feeling of turning months of work into reality is always hugely rewarding. Like any other event, this one would not have been such a success without the support of great colleagues across all our departments, who deserve a big thank you.

#### Mgr. Marian Kvak, MBA

#### Security Manager

The safety of PCC visitors has been enhanced by new metal detector frames. This metal detector system minimises the risk of dangerous objects entering the building.

We can now effectively detect threats - some 15-20 dangerous items are confiscated at events on a regular basis, including knives, stabbing needles, metal knuckledusters, tear gas sprays and even firearms. This fast and reliable system eliminates the need for all visitors to undergo manual checks, speeding up entry. The security frames are also a deterrent - if people know they have to pass through these metal detector frames, it discourages them from attempting to enter with prohibited items. In addition, the frames are connected to our security system, i.e. to cameras and security guards who can react immediately to suspicious situations. This has significantly reduced the risk of incidents and made PCC a safer place for everyone. As well as the new metal detectors, security is also enhanced by an electronic system of infrared devices at all entrances to the building connected to the security control room. We are also preparing electronic access control to the individual halls and parts of the building.



### International Charity Embassy Market with proceeds of CZK 1.7 million

The first Sunday of Advent saw the Prague Congress Centre transformed into a colourful marketplace packed with of flavours, aromas, colours, traditions and stories from all over the world. We were honoured to host and support the traditional International Embassy Charity Market, organised by the Diplomatic Partners Association (DSA). The event, which combines diplomacy with philanthropy, attracted an incredible 4,500 visitors this year!

This exceptional event, held under the auspices of the First Lady of the Czech Republic Eva Pavlová, offered the opportunity to buy original products, taste national specialties and experience the cultures of more than sixty countries. Each embassy prepared its own stand offering authentic products - from handmade jewellery to traditional textiles to homemade delicacies and exotic delights.

#### World culture in one place

In addition to a wide variety of goods, the market attracted visitors with its lavish accompanying programme. Folk ensembles, musicians and dancers performed on the stage, giving visitors an insight into the cultural traditions of their countries, enhancing the unique atmosphere of the day. These performances not only enriched the programme but also helped







"We're thrilled that so many embassies were able to come together again this year to bring a piece of the world to Prague - and help where it is needed," said Anne Huisinga-Paret, President of the Diplomatic Spouses Association (DSA).

to promote mutual understanding and respect between different cultures. There was also a raffle with some attractive prizes donated by generous sponsors and individual embassies. One of the most sought-after prizes was a hockey jersey from the World Championship held in Prague, signed by all the players.

#### Thank you to everyone who contributed

When the power of embassies, philanthropy and perfect organisation come together, it is obvious that the event will be a success. Thanks to the generosity of everyone involved, we managed to raise a wonderful 1,700,000 crowns! All the proceeds from the one-day festival, along with contributions from sponsors, went to support charities and projects in the Czech Republic. The International Embassy Charity Market is not only a place to do some shopping and enjoy the exchange of cultures; it is also a symbol of solidarity and cooperation across continents.



The Market was also officially opened by Speaker of the Chamber of Deputies Markéta Pekarová Adamová and Mayor of Prague Bohuslav Svoboda

## >>> Where moments matter. Right here. <<

#### The event in figures

62 embassies

42 unique stands

common diplomatic corps stand

17 cultural performances

4,500 visitors

1.7 mil. CZK CZK raised from the event

### No Foot No Stress! So why not dance?

The first ever representative "amputees" ball was held at the Prague Congress Centre in April. The event, organised by the No Foot No Stress association, aimed to bring the community of people with this disability together, break down stereotypes and celebrate optimism in life.

This unique event was attended by 600 guests from all over the Czech Republic and abroad. The evening was hosted by our most successful handicapped athlete, Jiří Ježek, and actress Dáša Zázvůrková. There was also a dance performance by the popular StarDance duo, with the ball's presenter also showing off his skills alongside dancer Lenka Nora Návorková. The music was provided by Martin Kumžák's Moondance Orchestra with singer Dasha.

#### Amputation is not the end, but a new chapter

"We're thrilled with the response the first year of the ball has generated. We want to show that amputation is not the end, but the start of a new chapter in life. Through events like these, we are changing the perception of society and strengthening mutual support," said Andrea Brzobohatá, founder of No Foot No Stress, who added her thanks to the sponsors and partners: "Special thanks also go to the Prague Congress Centre for being so helpful and providing such professional facilities." The dance floor was teeming with dancers with prostheses or in wheelchairs, with the joyful expressions on all their faces just going to show that even if you are missing a piece of your leg, life goes on. Why not enjoy the refinement of the ball? We look forward to making this event a tradition and welcoming "amputees" back to our dance floor next year!





#### PCC donation to the Jedlička Institute Foundation

The Jedlička Institute, the oldest Czech institution for children and young people with physical disabilities, is not only our Vyšehrad neighbour. We have a long-standing partnership with the Jedlička Institute Foundation, something that is very close to our hearts. At the end of December, a Christmas meeting for the clients of the institute was held in the premises of the PCC, at which we were pleased to present Foundation Executive Director Ing. Markéta Balvínová with a financial donation worth one hundred thousand crowns. In addition, we involved all the guests in this initiative, who, at the end of the evening, along with gifts from our partners, received a card with a beautiful message: "You donated an hour of personal assistance."

#### Running for Jedlička



This year we will also be happy to join the annual charity Run for Jedlička, to be held on 19 June in Vyšehrad Gardens. This meaningful event combines healthy exercise in beautiful surroundings with help for people in need. The proceeds from the entry fee will be donated to children and young

people with disabilities. Don't forget: It doesn't matter how fast you run - what matters is that you run for the right cause!



#### **Angelman Day**

The PCC also hosted a meeting of families of children suffering from Angelman syndrome. This is a genetic neurological disorder that causes severe intellectual disability, but also frequent laughter and a cheerful mood, which is why it's known as "happy child syndrome". On 15 February, Angelman Day brought together entire families linked by this rare genetic disease, as well as prominent experts - leading paediatric neurologist MUDr. Alena Zumrová from the Motol University Hospital, as well as scientist Mgr. Jan Procházka, Ph.D., who is working on developing a cure for this syndrome.

### The Gene Age Exhibition

An event that explored the lives of children with genetic diseases.

From the beginning of October until the end of March, the travelling exhibition "The Gene Age" was on display in front of the Prague Congress Centre, offering visitors an entertaining insight into the basics of genetics and the DNA molecule in relation to rare genetic diseases, their diagnosis and treatment options.

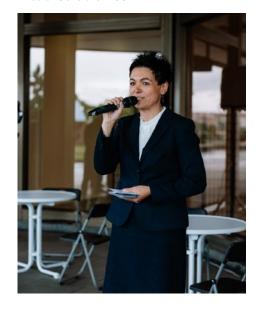
The purpose of the project is to raise awareness of the impact of genes and

their mutations on the development of human diseases and to highlight the integration of people with rare diseases into society. Families of sick children came to the opening of the exhibition and the singer Olga Lounová and her daughter also came to support them, play and sing for them and put smiles on the faces of everyone present.





The Gene Age was opened by Lenka Žlebková, Director General of PCC



### The Phantom of the Opera

Artistic and technical mastery well worth seeing.

The Prague Congress Centre hosted an iconic performance of world theatre, The Phantom of the Opera. This spectacular show from Her Majesty's Theatre in London, where it has been running continuously for 38 years, demands not only topclass performances, great acoustics and a perfect stage, but also sophisticated facilities. And PCC was the perfect place to turn the fantasy of Gaston Leroux's novel set to the music of Andrew Lloyd Webber into a perfect reality.

The famous musical about a mysterious man hiding in the depths of the Paris Opera House has sold out houses in 46 countries around the world. Czech audiences saw a total of 23 performances from 19 March to 6 April 2025. However, none of the capital cities abroad were able to offer the audience the same level of comfort as our Congress Hall. Each seat is extra wide, softly cushioned and also individually air-conditioned.

#### The iconic falling chandelier weighed 650 kilograms

This means the audience got the very most out of those monumental scenes, the highlight of which is the iconic chandelier falling at a speed of 2.5 metres per second! Installing a set like this is a huge challenge, not only because of its size but also because of the precision that the individual elements require. The chandelier, which is 3.2 metres wide and weighs 650 kilograms, took several hours to assemble and involved a team of top production engineers. Each chandelier fall was synchronized with music and lighting effects to really take the audience's breath away. Last but not least, the safety of the audience and performers had to be taken into account.

#### Immersive music with perfect acoustics

The Phantom of the Opera is famous not only for its visual spectacle, but also for its musical excellence. The sound system is optimised by arranging the speakers in a matrix to ensure that every audience member hears every detail of Andrew Lloyd Webber's captivating music at its clearest and most dynamic. "The Congress Hall is one of the 13 halls with the best acoustics in the world. We placed the orchestra strategically under the stage so that it could be easily heard yet at the same time was hidden away and did not interfere with the stage itself. The audience enjoyed the music resonating through the entire hall," said Roman Sovják, PCC Sales and Marketing Director.

Nadim Naaman TI as the Phantom so and Georgia co Wilkinson / vi

Wilkinson /
Bridget Costello
as Christine
shone in the
lead roles.

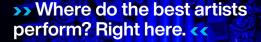
#### Unparalleled facilities

There were 80 crew members behind the scenes in the performance. More than 230 costumes, consisting of thousands of individual parts from trousers to headdresses, required perfect organisation and plenty of easily accessible space. "Our centre is one of the few concert venues that offers enough dressing rooms and facilities, which is usually a challenge for such performances. The actors have to manage up to 20 costume changes during the evening and cannot afford to spend precious time running from one floor to another. This meant that the production team had 16 dressing rooms at its disposal right near the Congress Hall," added Roman Sovják.

#### Team on standby at all times

Over the course of three weeks, we hosted 23 performances, which required extremely careful planning, and the entire team had to be on standby all the time. Just to give you an idea: The costume designers started preparing the costumes five hours before the show started, the technicians were working non-stop for three hours before the show even started, and the Phantom was being made up a full 90 minutes before the show. Each evening was a fascinating interplay of the work of dozens of professionals.

The Phantom of the Opera delighted the Czech audience. This narrative production at the PCC was impressive not only for its top-notch original cast with strong vocal performances and a live orchestra, but also for its visually impressive set design and lighting effects. It won a standing ovation and the reviews showered it with praise - The Phantom of the Opera simply reaffirmed why it is one of the most successful musicals of all time.





## Shen Yun: Journey to the Heart of Ancient China

At the turn of April and May, the Prague Congress Centre opened up a gateway to another world. The Congress Hall stage hosted a performance by artists of the renowned Shen Yun troupe, whose work revives five thousand years of traditional Chinese culture that existed before the rise of communism.

Shen Yun is a phenomenon that combines classical Chinese dance, a live orchestra (the first in the world to permanently combine Western symphonic instruments with traditional Chinese ones such as the erhu and pipa) and innovative visual effects (their patented digital projection interacts with the dancers, creating the illusion of a stage connected to an animated backdrop). Its unique artistic approach transforms the theatrical experience into a deeply moving journey spanning many dimensions. Each performance is enlivened by hundreds of handmade costumes inspired by the various dynasties and ethnic groups of China. The costumes reflect traditional Chinese aesthetics and colours, which add a visual richness and authenticity to the performance.

#### Artistic perfection and a symbol of hope

Behind the ensemble, which returns to Prague every year, lies an inspiring story of courage and faith. Many of Shen Yun's artists have fled China, where they have faced repression. Today, guided by their faith, driven by their work ethic, and encouraged by the freedom they have found in the U.S., they are reviving a culture that the regime in their homeland tried to suppress. Their work is described as pioneering, artistically accomplished, full of wisdom and above all hope. Shen Yun is thus not only a celebration of aesthetics, but also a symbol of freedom and inner strength.

Every year, the company performs in more than 200 cities on five continents, including prestigious venues such as Lincoln Center in New York. This gave the Prague audience at the Prague Congress Centre a unique opportunity to immerse themselves in a culture that has inspired mankind for thousands of years - and one that remains alive today thanks to the artists of Shen Yun.

## Prague Cello Quartet: Classical music with humour

The Prague Cello Quartet, known for its ability to combine virtuoso playing with levity, exaggeration and wit, treated us to an unusual evening of music at the Prague Congress Centre at the beginning of March.

Four musicians - Jan Zvěřina (cello), Štěpán Švestka, Michal Haring (both cello) and Tomáš Otevřel (double bass) - offered the audience a varied cross-section of a repertoire that crosses genre boundaries. Their original arrangements are not only takes on classical works, but also draw inspiration from jazz, rock and pop as well as film music. The programme included famous melodies from the musicals Jesus Christ Superstar, Les Misérables, Moulin Rouge and The Phantom of the Opera, as well as iconic hits by Queen and Coldplay.

During the concert, the musicians did more than just showcase their mastery of string instruments. It is their sense of humour and natural rapport with the audience that have quickly made them so popular with audiences of all ages - including the youngest. Their performances prove that even classical music can be fun and accessible to all.









### Michael Jackson Live Show: Sergio Cortés wowed Prague

The Prague Congress Centre hosted an exceptional evening of music and dance on 14 May. Our Congress Hall was sold out by Michael Jackson's only official double - Sergio Cortés, who brought his spectacular show to pay tribute to the King of Pop. Visitors were treated to an authentic rendition of Jackson's greatest hits, as well as his legendary dance moves and charisma.

This show is considered one of the world's best Michael Jackson tribute acts and the show in Prague just went to prove this. From the first notes to the final ovation, Sergio Cortés kept the audience thrilled and on the edge of their seats. He performed unforgettable hits such as Billie Jean, Thriller and Black or White, and with every step and gesture the artiste

No Michael Jackson lookalike has ever been so convincing... was the spitting image of Michael Jackson himself. The atmosphere in the hall was electric and the emotional audience was generous with its applause.

#### The world's best lookalike

Sergio Cortés is a world-renowned artist who has been astonishing fans with his appearance and performance for decades. Born in Spain, he began his career as an impersonator back in the 1990s when his incredible physical resemblance to Michael Jackson was noticed by producers and the media. Since then, he has travelled almost all over the world and has become one of the most sought-after performers of Jackson's legacy.

Experts and fans alike say that no one has been able to capture Michael Jackson's personality as faithfully as Cortés. His attention to detail, precision in movement and tireless pursuit of perfection have made him not just an imitator, but a true artist who captures the spirit of the pop legend with reverence and respect. His resemblance to Jackson is so convincing that many mistake him for the original even without the use of make-up or special effects.

The Prague audience enjoyed this unique show to the fullest and left feeling that, at least for a while, they had actually seen Michael Jackson return to the stage. And we were glad to take on the role of host.

#### **Introducing the Chamber Hall**

Did you know that in addition to the main Congress Hall, which mainly hosts congresses and cultural events, there are also other, smaller halls in our building? One of the most distinctive and sought-after is the Chamber Hall - a multi-purpose space on the 3rd floor that is ideal for lectures, conferences, seminars or corporate presentations, able to seat 200 people. The hall offers captivating panoramic views of Prague. Not to mention that it's also popular among filmmakers.



## Hidden Treasures: the Veil of the Sun

The Prague Congress Centre is not only a place for congresses, conferences, concerts and other performances. It is also home to some real art treasures - two hundred works by leading Czech artists, sculptors and glassmakers.

Visitors' attention is drawn primarily to the numerous textile and glass works, but also to the paintings and stone and metal sculptures that shape the building's overall aesthetics. Everywhere you look reveals a thoughtful dialogue between architecture and visual art, making PCC not only a functional venue but also a culturally valuable space.

#### The Congress Hall is home to something found nowhere else in the world

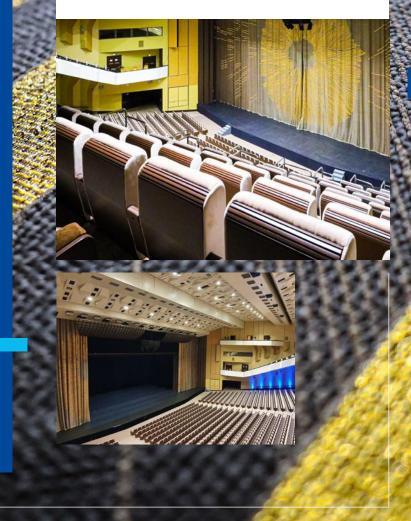
One attraction, a true one-of-a-kind in the world, is The Sun, the veil that covers the stage in the Congress Hall. It is a two-part veil that slides sideways to open. Its dimensions are literally staggering: 15 × 40 metres! It is the work of Czech scenographer and designer Alois Fišárek.

The veil was created using the original art protis technique, which combines textile art with traditional tapestry painting - it involves a combination of weaving and ironing. This technique is a Czechoslovak patent developed in 1964 at the Wool Research Institute in Brno. The Veil of the Sun is also the largest and oldest surviving work created using this method in the world! Not only does it serve a practical purpose in separating the stage from the auditorium, it also enhances the aesthetic impression of the entire hall and underlines its cultural and architectural value.

>>> Where does art bring people together? Right here. <<

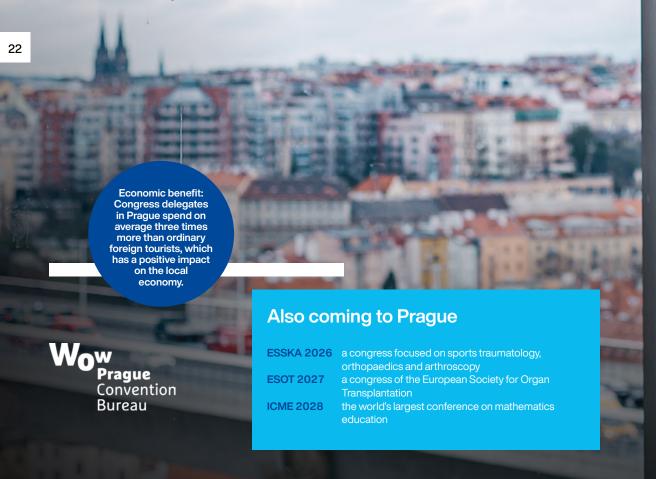
## The largest meeting hall in the Czech Republic with perfect acoustics

Our Congress Hall is unique in every way. Seating up to 2,764 people, it is the largest meeting hall in the Czech Republic. All the seats are comfortable, offer a perfect view of the stage with unrivalled acoustics, and even have unique individual ventilation. The Congress Hall is equipped with an extra-large stage covering an area of  $615 \, \text{m}^2$  and rising to a height of up to  $25 \, \text{metres}$ . It allows projections to be screened on a  $20 \times 8 \, \text{metre}$  backdrop. Another interesting technical feature is the movable ceiling. The hall has hosted events such as Elton John's first concert in Prague, and the Tibetan spiritual leader the Dalai Lama has also given lectures here.



## Prague to host world congresses on an enormous scale

The Czech capital has long been one of the most desirable congress destinations in the world. Its strategic location, excellent infrastructure and attractive facilities for international event organisers rank it alongside such major cities as Paris, Singapore, Lisbon, Vienna or Barcelona, and it has even surpassed Tokyo or London (according to the International Congress and Convention Association - ICCA). The congress industry in Prague is booming, with a rise in the number of events for more than 500 participants and an increase in the average duration of events.



#### Outlook to 2030

#### Goldschmidt Conference 2025

6-11 July 2025

35th Goldschmidt Conference

- Approximately 4,000 participants
- Prague Congress Centre

The most important international conference focused on geochemistry and related subjects. It brings together geochemists, geologists, environmental and planetary scientists. It is a prestigious forum for presenting the latest research on the composition and evolution of the Earth.

## WPA World Congress of Psychiatry 2025

5-8 October 2025

25th World Congress of Psychiatry

- Approximately 5,000 participants
- Prague Congress Centre

The congress is organised by the World Psychiatric Association (WPA), which brings together psychiatrists, psychologists and other mental health professionals from around the world. Topics include new therapeutic approaches, prevention, research and societal challenges.

#### **WOC 2026**

26-29 June 2026

40<sup>th</sup> World Ophthalmology Congress of the International Council of Ophthalmology

- Up to 8,000 participants expected
- Prague Congress Centre

The WOC is the largest and most influential ophthalmology congress in the world. It brings together leading experts in the fields of eye disease, research and surgery.

#### **IUPAC 2029**

18-24 August 2029

52<sup>nd</sup> World Chemical Congress of the International Union of Pure and Applied Chemistry

- Approximately 3,500 participants
- Prague Congress Centre

The PCC will host the prestigious IUPAC Chemical Congress to mark the 70th anniversary of the award of the Nobel Prize to Jaroslav Heyrovský. The Congress has gained the status of one of the most important scientific events in the field of chemistry. It returns to Prague after more than 60 years.

## The perfect place for your work-life balance

The Holiday Inn Prague hotel close by the Prague Congress Centre is the ideal place to stay when attending a congress or conference.



Its new fitness centre is the perfect way to make an active start to the day and to stretch those muscles in the evening after a busy day.

Enjoy some well-deserved relaxation in the new sauna, open to hotel guests





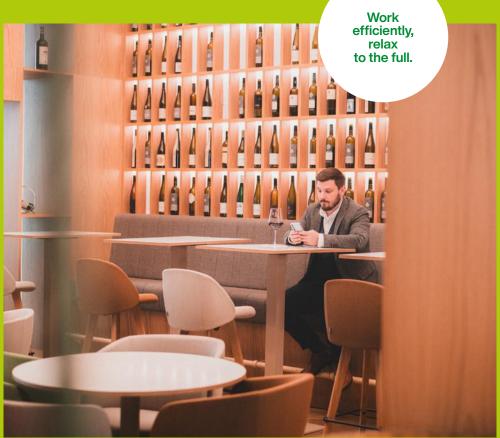


A quiet place for work and meetings...





The renovated open lobby includes a co-working area with free Wi-Fi, providing a quiet place to work.



You can enjoy a glass of excellent wine with a small snack in the renovated Bites & Wine Bar, open until midnight every day.

You can recharge your batteries out in the fresh air in our blossoming garden with views of the city.

## Thursday barbecues in the garden

Come and enjoy the summer atmosphere and great food in the garden of the Holiday Inn Prague. From 5 June, you can look forward to grilled specialties served up by head chef Michal Netolický every Thursday from 5:00 p.m. The ideal summer event for a meeting with friends or a romantic dinner for two in the open air. We'll take care of the great food and pleasant atmosphere, and you can just kick back and enjoy a relaxing evening.





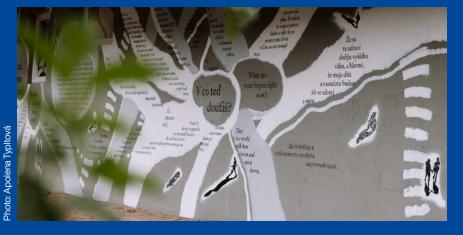
### Art District Vyšehrad

The Art District Vyšehrad project enriches the northern terrace and area around the Prague Congress Centre with cultural and social events. This unique public space with wonderful views of the historical centre of Prague attracts hundreds of passers-by heading to the Vyšehrad station on the metro C line every day.

The project transforms the surroundings of PCC into a cultural hub that combines history with modern art and offers visitors a wide range of attractions. There are various works of art on display, such as sculptures by leading local artists, created in collaboration with the Sculpture Line Prague international sculpture festival. PCC has long been cooperating with the Vyšehrad National Cultural Monument to revive the surrounding area. We are working together to seek opportunities to present Vyšehrad to people attending congresses and conferences.

>>> Where does art connect people? Right here. <<





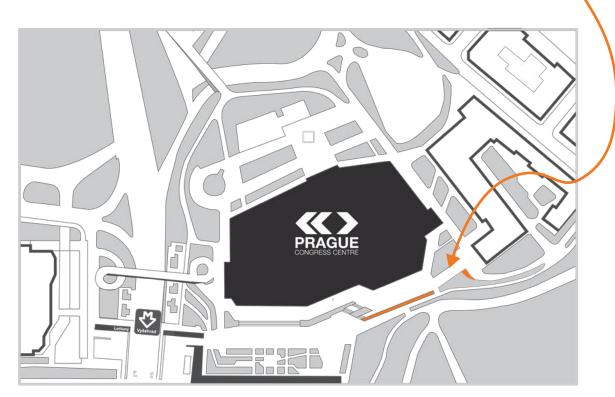
## The PRAHO! project x Prague Congress Centre!

We've entered into a partnership with PRAHO! project Starting in May 2025, it's bringing Crossroads, a unique new installation that interactively engages passers-by and provides them with a space to think, to the North Terrace of PCC by the metro. C is a non-profit organisation focused on the arts and the revitalisation of public spaces. It aims to create an environment for sharing authentic feelings and deep thoughts. We look forward to seeing you stop by the new interactive "Crossroads" and sharing your thoughts and emotions.



We invite you to crossroads - a new mural (a large-scale painting in public space) by PRAHO! project and the Prague Congress Centre.

Come and participate and discover the connection between history and the present through interactive elements and augmented reality.





AREST DISTRICT VYŠEHRAD



More about the installation here.



## **GREAT PLACE**



## FOR YOUR CONFERENCE OR CORPORATE EVENT IN PRAGUE

- 254 fully air-conditioned modern rooms
- Flexible conference facilities with natural daylight
- Unique meeting room "Orangerie" with a private garden
- Restaurant Esprit, Délicatesse bistro and Bites & Wine bar
- Catering services
- Great location next to the Prague Congress Centre
- 300 m from Vyšehrad metro station
- Large-capacity guarded underground garage and EV charging stations
- Loyalty programme IHG One Rewards

