

Feel The Change

Prague Congress Centre's Magazine | 1/2019



- Genius Loci:
A Woman With
a Dove as a Peace
Message
- Startup World &
Summit Report



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Dear Business Partners,

I'm glad to welcome you to the first issue of our new Feel The Change magazine. I believe that we will bring you different and interesting information and present the changes going on at the Prague Congress Centre. When we were thinking about the new magazine's name, we were looking for a name that would best reflect the Prague Congress Centre's essence and the events in it. And the name Feel The Change contains all of it. We want to be modern; we want to change. Prague Congress Centre is profitable, revenues for 2017 and 2018 amounted to almost half a billion Czech crowns, and so it may seem that there is probably no reason to change anything.

But it is essential for us to keep improving. We are good, but we want to be better. The world around us is changing rapidly. Technologies are becoming more advanced, customer requirements and wishes are evolving, and we must be able to address them. So we can maintain the privileged position of our Congress Centre not only within Prague and the Czech Republic but also throughout Europe and the world.

The Prague Congress Centre has a lot to offer, and we want to convince you of this in our magazine. You will find tips and tricks on how to organize a logistically sustainable congress without burdening the environment more than is necessary. You will read about what congresses took place here and how their organizers were satisfied. We will introduce you to A Woman With A Dove, one of the artworks that you can find under our roof. And there will also be information on why to organize your congress in Prague. In addition, we have prepared many more exciting topics for you.

I believe that you will like our new magazine and you will find a lot of interesting stuff to read. And that we will help you to choose us for your next congress.

Have a pleasant read!
Pavel Habarta
CEO

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Feel The Change

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Prague Congress Centre Retained Superbrands

THE PRAGUE CONGRESS CENTRE also boasts the Superbrands award in 2019. This award is granted by the most respected independent global authority in the area of brand evaluation and valuation, according to predefined criteria, such as acquaintance and branding, innovation and prestige. The award is given by the independent Brand Council of Experts, composed of business, communication, media and marketing professionals.

EU Presidency Trial Run

THE CZECH REPUBLIC WILL TAKE OVER THE EU PRESIDENCY IN 2022. In preparation for this critical event, the Prague Congress Centre held a trial run of the presidency. The event took place on 19th March. The Prague Congress Centre organized this trial chair in cooperation with its partners - Yventech, Zátíši catering Group, Holiday Inn Prague Congress Centre and Exposale. This event aimed to share the experience of the Presidency of Slovakia and Romania with project management and presentations of current audio-visual and communication technologies used during the Presidency.

The Prague Congress Centre drew from its experience with the Presidency of 2009. Representatives from the ministries had the opportunity to see the modernized premises of the Prague Congress Centre and the Holiday Inn Prague Congress Centre where the EU negotiations could take place in 2022.



Saving the Christmas Tree

CHRISTMAS IS A TOUGH TIME FOR THE ENVIRONMENT. Therefore, the employees of the Prague Congress Centre decided to set an example and bought a tree in a pot for Christmas, even though it required more care and more demanding transport. After Christmas, the tree was kept in stable conditions, and in spring a suitable place was found for it on the grounds of the Prague Congress Centre. The tree has been saved and can continue to grow.

2600

EUROPEAN ASSOCIATION of Hemophilia and Associated Diseases (EAHAD) held its 12th Congress in the Prague Congress Centre. More than 2,600 medical experts, pharmacists and community representatives from 80 countries came to Prague. It was an all-time high attendance in the history of the Congress. The main congress program was held in 13 halls and lounges from 6th to 8th February 2019. Closed sessions with selected specialists took place in the lounges.



EAHAD chose Prague as the congress venue not only because of its attractiveness. Another important reason for Prague was the fact that the Czech Republic is one of the countries where research on rare diseases is of the highest standard, as evidenced by advances in genetic treatment.



32 The Holiday Inn Prague Congress Centre renovated 32 rooms during March.

1375 Videos at ESGE Congress

THE CONGRESS OF THE EUROPEAN SOCIETY for Gastrointestinal Endoscopy (ESGE) took place in the Prague Congress Centre. During the Congress, 429 speakers appeared on stage, and 1,375 videos were screened. A total of 3,000 people attended the event. The ESGE supports the fundamental objectives of improving the quality of care, setting out guidelines for good practice and developing educational programs. The interactive and comprehensive program in Prague reflected the differences in the level of delegate experience and was also relevant to all members of the endoscopic team, such as nurses, residents, room-mates, doctors and head of departments.

Urban Farm on the Outdoor Terrace

IN MID-MARCH, Urban Farm, an urban herb garden, was opened on the outdoor terrace of the Prague Congress Centre. In addition to the beautiful view of Prague Castle, it offers fresh herbs, edible flowers, salads and seating options. Zátíší Catering will use these ingredients for domestic beverages in the upcoming season or as a decoration for its events.

The Prague Congress Center's Special Prize

AT THE 10TH AMBASSADORS AWARDS EVENING, the Prague Congress Centre awarded a special prize to associate professor Tomáš Kalina, M.D. He helped with bringing the 33rd Congress of the International Society for Advancement in Cytometry (ISAC) to Prague. This Congress is held annually, but only once every three years in Europe. The management of the Czech Society for Analytical Cytometry has been trying to allocate the Congress to Prague since 2010. Associate professor Kalina was elected to the ISAC Committee in 2016, and so he could lobby the members personally. From a scientific and organizational point of view, the Congress was a huge success, and with the participation of 2,000 delegates, it has become the largest Congress in ISAC history up to now.

ISAC's mission is to support the multidisciplinary community through cutting-edge technological innovations, scholarships and knowledge exchange in the field of quantitative cell science.

Its vision is to strengthen the influence of cytometry on solving current and emerging challenges in life, as well as biomedical and physical science.





Startup World Cup & Summit Introduced the Most Promising European Start-ups

Prague Congress Centre hosted one of the most important events of the year at the beginning of April. It was the Startup World Cup & Summit, that was co-organized by the UP21 start-up hub and the Air Ventures Investment Fund. As part of the summit, the European final of the Startup World Cup 2019 took place in Prague, as well as the regional finals of the V4 countries, which also includes, in addition to the Czech Republic, Slovakia, Poland and Hungary. More than 350 start-ups from over 50 countries visited the Prague Congress Centre.





Startup World Cup & Summit in Numbers

1200+ event visitors

600 people in the Mentoring Zone

1600+ meeting requests within 1-on-1 Networking

Altogether 2000+ startups in all the European regional rounds

350+ startups at SWC Summit

500 000 USD in investment for the European finals winner

2 mil. views of social media campaigns

98 % of participants claiming that the event met their expectations

➤ Best Practise



THE SWEDISH WINNER

The winner of the regional round was the Czech start-up Motionlab. The start-up won the opportunity to fight in the world finals for one million US dollars. For more information on this project, see pages 10 and 11.

The Swedish start-up Mimby became the European winner. They introduced a solution for sustainability and water management thanks to the Mimbox device – a unique filter device that can be attached to a washing machine. The sewage water passes through this device. It can bring 50 to 70 per cent water savings. In addition to saving water, the device will also lower the sewage disposal plant burden, as the micro-plastics and detergent substances from washing get in there. The filters lifespan is about three years. The return on the investment in this equipment is approximately two years. •

Václav Pavlečka, the organizer of the Startup World Cup event, says:

The Prague Congress Centre Is a Unique Place.

For the first time, the European Startup World final was held in Prague. The organizers chose the Prague Congress Centre for the summit. "We were very satisfied," says Václav Pavlečka, CEO of Air Ventures Capital Fund.



Václav, can you please introduce us to your company?

We are a venture capital company, which means we invest in start-ups and innovative technology companies. We try to help these innovative companies. It is not just financial help; we also offer other types of support, mostly in marketing and business development.

How do you evaluate the current situation on the Czech start-up market? According to many surveys, start-ups here are on the rise...

I agree. I use the term snowball effect. One successful project generates another two or three new attempts. In a simple way you can say, the better it gets, the better it gets. In practice, the point is that people who build a business gain some experience, as well as their co-workers. Usually, they pass or sell the company at the age of 40 or so, which is far from the retirement age. These people have capital and experience, and so they embark on a new project. And their employees use the gained knowledge to start their own business. One company turns to five new ones. The fact that the economy is doing well also helps.

Do you look for the start-ups to support on your own or do the interested companies apply themselves?

Basically, both apply. That is one of the reasons we co-organized the Startup Summit. It is one of our new projects main sources.

You co-organize the event together with UP21. Do you consider each other a competitor?

On the contrary, we are partners. Although we run the same business, we cooperate. Investments merging is the trend not only in the Czech Republic but also in Europe. So we are working together rather than meddling with each other. Of course, everything has its limits, and partly, we are competitors, but we also organize joint events. The flagship of our cooperation is the Startup Summit.

How long have you been organizing this event?

This year, two events have come together. The first is the Startup Summit, which has been held for the seventh time. It is a traditional start-up conference. The second is the Startup

World Cup, and as the name suggests, it is a start-up competition. We held the World Cup for the third time.

Was this year any different from the previous two?

There were three years, but each one was different. For the first time, the event was held in April 2017, and it was the Czechoslovak regional finals. The winners took part in the World Final in 2017. Then, in October of the same year, we organized a regional finale for Central Europe, with selected start-ups taking part in the final in 2018. And this year we have obtained a license for the pan-European finals. Therefore, there was almost a year and a half break between the last and this year's event. We had to wait for all finals in the European countries to end. In addition, we organized the V4 regional finals, a joint competition for the Czech Republic, Slovakia, Poland and Hungary. The jury will select the winners to advance to the European final. It is not possible to sign up for the European Final, only the award-winning start-ups from the individual European finals advance there.

For how long have you got a license for the European finals?

We have a 5-year license, which means that theoretically, we can hold a European final for four more years.

Would those be in Prague again?

It makes sense for it to be in Prague. Also, because the headquarters of our companies are in Prague, even though, of course, the investments are heading abroad as well.

Why did you choose the Prague Congress Centre for the event?

For us, it was because of prestige. Prague does not have a lot of similar places that would be so representative. There is also a beautiful view of the historic city centre from the Prague Congress Centre. Especially at night, but of course during the day as well. I think this is what foreign visitors will appreciate that they have such a beautiful view of the city. But that's just a bonus. The most important thing is that we used a beautiful hall with a great stage and an excellent technique, that's the main thing. It is a place where you can have both a great show and a lot of spectators as well as lots of side activities. And it can be beautifully combined. And that's unique.

What did you use in the Prague Congress Centre?

We used technical equipment and technology on site. Also synergy with the sales team headed by Mrs. Žlebková, was important to us. They helped us figure out how to organize

the event so that it was both spectacular and effective, which was great. It is good that the cooperation worked out and the Prague Congress Centre wants to include our MIA application in its portfolio.

Did your previous events take place here?

It was our first experience with the Prague Congress Centre. Before that we had Art Nouveau premises, we were in Žofín and Lucerna. But now many more people have participated, and it was necessary to choose a technically secure place, which is a condition that the Prague Congress Centre meets. We were very satisfied as well as the visitors. According to the reviews, around 90 per cent of the participants would return to us, which is a great number.

One successful project generates another two or three new attempts.
In a simple way you can say, the better it gets, the better it gets.

The World Final takes place in Silicon Valley. Are you also involved?

Not as an organizer. We go there to support the winners from our regions.

Do you have the ambition to organize the World Finals? Is it even possible to get it to Prague?

It is a great success that we organize the European finals. And getting the world finals is not very real. It is only logical for the world finals to be in Silicon Valley; it all started there. And while Prague is a great location, it has no historical connection with technological innovations like Silicon Valley. Besides, all the leaders live there. When they come to the finals, it takes them like four hours. If they had to go to Prague, it was a minimum of two days, plus jet lag, and that is something that most people will hardly want to undergo. •



78% According to statistics, most start-ups in the Czech Republic, exactly 78 per cent, are financed from their resources.

32,000 In 2018, more than 32,000 new companies were established in the Czech Republic. Just like the year before.

70% of companies will stand the first year.

17,118% One of the most successful Czech start-ups Prusa Research, which operates 3D printers.

Start-ups in the Czech Republic Are Booming

The world economy has known the start-up concept since 1976. At that time, Forbes magazine came with up the term for the first time. Although many years have passed since then, the exact and precise definition of the term start-up is still missing. Occasionally, there are speculations about what is and what is not a start-up.

However, if we follow the generally accepted definition that a start-up is a newly established company that delivers some innovation and is growing fast, we can say with a clear conscience that start-ups have already settled in the Czech Republic and are an integral part of the Czech economy.

The latest accurate data come from June 2018, when an expert study was published mapping the situation on the Czech start-up market. According to this expert study, start-ups have great times in the Czech Republic. The reason is that they experience good support from investors. Statistically, it is also interesting, that people aged 18 to 29 years founded almost half of all the start-ups (44 per cent, to be exact), and that the Czech start-up scene is pretty young — the majority of the projects are younger than three years.

Another proof of the dynamics of the Czech scene is the annual ranking of Czech start-ups, which is regularly published by the prestigious Forbes magazine. Approximately half of the newcomers appear in the top ten every year, which means that only about five start-ups can regain their position year-on-year.

SUCCESSFUL CZECH START-UPS

Other facts also evidence the boom in Czech start-ups. For example, in the Start-up World Cup and Summit, in the V4 regional category (Visegrad Group — an alliance of four Central European countries: the Czech Republic, Hungary, Poland, Slovakia) three start-ups placed in the TOP 4, which are rooted in the Czech Republic—DoDo and MotionLab are Czech projects, Dot Glasses is a Czech-American start-up. The overall winner of the regional category was Motionlab; a start-up focused on personalized video advertising. This project then represented the Czech Republic in the European finals, which was eventually won by the Swedish start-up Mimbly. “Being the best start-up in the region is a great success for us. Our business confirms this and, at the same time, we believe that thanks to this we will scale faster and more easily spread to the United States, where we just acquired first clients,” said Jan Sekerka, who co-founded Motionlab together with our Filip Koubek and Radek Pšurný. As a regional winner, Motionlab goes to the global finals for one million US dollars.

Successful start-ups in the Czech Republic include Shipvio. The 2017 project focuses on logistics efficiency. Using modern technology, Shipvio helps to find free freight capacity for loads and parcels, so that trucks can be used to the maximum possible capacity.



Investors also support start-ups. And not just foreign ones.

Another example of a successful start-up is kiwi.com from Brno, a search engine and ticket seller. Unlike other similar search engines, kiwi.com can even link companies that usually don't work together. The company was founded in 2012 and in 2018 it was declared the best Czech start-up by Forbes magazine. Its current price is estimated at 6 billion CZK.

GETTING STARTED

Investors also support start-ups. And not just foreign ones. Nowadays, even in the Czech Republic, we can find several companies or institutions dedicated to promoting innovative business. One of them is the Palacký University in Olomouc, which has been helping start-ups become winners of the Entrepreneurial Head, a competition held by the university. For

example, last years' winner was Jakub Navařík, whose recycling of plastics for use in 3D printing is among the most successful start-ups of 2018.

Another promoter of innovative business is CzechInvest. Their program CzechStarter supports start-ups when starting their business. It helps them acquire know-how from experienced mentors and entrepreneurs. The best are rewarded with a two-week internship in Silicon Valley.

CzechInvest also cooperates with the European Space Agency ESA BIC Prague and together they support the best technologically progressive start-ups.

The Vodafone Foundation Laboratory and other companies also support start-ups; there is also a start-up association. It is also possible to obtain support from European funds. •

Prague Accessible



Are you looking for a suitable place for your event? Then it would be best for your focused on Prague. There are several advantages to Prague. These include safety, top gastronomy and accommodation services, and especially accessibility.

You can easily get to Prague from anywhere in the world and even more easily within the Czech Republic, thanks to excellent rail links, road infrastructure and ever-increasing airline connections. Prague itself also has a perfect public transport system. In addition, Prague is a green city suitable for pedestrians. For its compact size and many tourist attractions located in a rather small area you can experience the city “first-footed”.

PRAGUE IN THE HEART OF THE EU

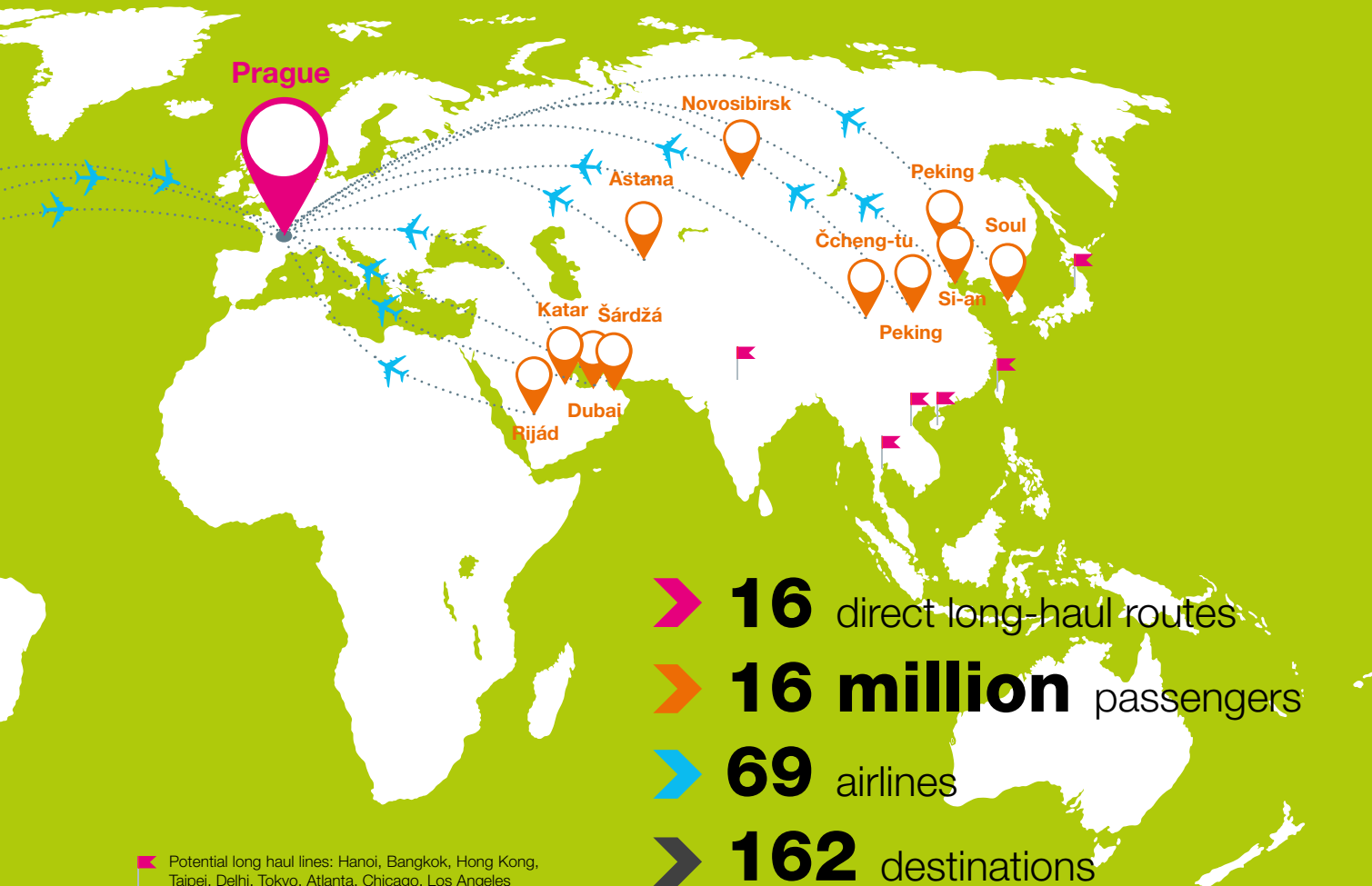
The location of Prague in the centre of the EU is a major plus for the passengers who are coming here, not only for the geographical distance but also for the benefits offered by the Schengen area.

Thanks to the unified Schengen system, regular visitors to other EU countries do not have to deal with visa applications. A total of 89 countries can arrive in the Czech Republic without a visa.

MODERN VÁCLAV HAVEL AIRPORT PRAGUE – THE BEST AIRPORT IN TERMS OF CUSTOMER SATISFACTION IN EUROPE

One of the main advantages of Prague as a congress destination is its airport. Sixty-nine airlines fly from Václav Havel

Airport Prague, which saw more than 16 million passengers in 2018 fly to 162 destinations. And not only in Europe. Currently, Prague offers a total of 16 direct long-haul routes to the following cities: Astana (Nur Sultan), Chengdu, Doha, Dubai, Philadelphia, Montreal, New York/Newark, Novosibirsk, Beijing, Riyadh, Seoul, Xi’an, Shanghai, Sharjah and Toronto. At the same time, Prague Airport has been negotiating for a long time with many carriers for the extension of flights from Prague. In addition to Hanoi, high potential for long-haul flights is also seen in Bangkok, Hong Kong, Taipei, Delhi, Tokyo or more US destinations such as Atlanta, Chicago or Los Angeles. Prague Airport is also continually undergoing modernization and improving its passenger services, opening a new waiting room for passengers with disabilities or reduced mobility in March. Again this year, Airports Council International (ACI)



- **16** direct long-haul routes
- **16 million** passengers
- **69** airlines
- **162** destinations

➤ Potential long haul lines: Hanoi, Bangkok, Hong Kong, Taipei, Delhi, Tokyo, Atlanta, Chicago, Los Angeles

named it the best European customer satisfaction airport in the 15-25 million passengers category, and after two victories in 2015 and 2017, last year also received the “Highly Commended Airport” award in the Category 4 –20 million passengers handled at the World Routes Marketing Awards 2018.

GET AROUND PRAGUE EASILY USING THE FIFTH BEST PUBLIC TRANSPORT SYSTEM IN THE WORLD

In addition to the air transport, foreigners and local participants can also use four main railway stations (Prague Main Station, Prague Masaryk Station, Smíchov Station and Holešovice Station) and a central bus station connected to underground stations (Florenc). There is also a direct underground line C to the Vyšehrad station, that is in the immediate proximity of the Prague Congress Center, where you can organi-

ze your event comfortably. All public transport segments are well connected, as confirmed by the worldwide Sustainable Cities Mobility Index 2017, which evaluated Prague’s public transport as the fifth best in the world. The simplicity of the underground system in compact Prague, where you get from one end to the other within 41 minutes, ensures a high level of comfort when travelling around the city.

Moreover, the Prague Convention Bureau, which is the official representative of Prague in the field of the congress industry, offers congress delegates the opportunity to get free of charge or discounted fare prices for events over 500 people. Czech Airlines and the SkyTeam alliance also offer support to congress delegates in the form of flight tickets discounts.



How To Organize a Sustainable Congress?

TIPS AND TRICKS

Organizing a congress is a significant burden on the environment. However, there are things you can do to minimize the impact of your event on our planet. This time we focused on logistics, which contributes to making events in the Prague Congress Centre sustainable.

5

Experts evaluated Prague Public Transport as the **5th best in the world.**

10

If you use the underground, **you get from the main train station to the Prague Congress Centre** in just 10 minutes and only 12 minutes' drive from Florenc Bus Station.

500

Congresses over 500 delegates can get **free** fares for the Prague public transport

ELIMINATE UNNECESSARY TRANSPORT - LOWER CARBON FOOTPRINT



Take the train instead of the plane to get to Prague (the main train station is just three underground stops away from the Prague Congress Centre)



Preferably, select a **local vendor** for merchandise such as posters, flags, registration materials, advertising and promotional materials.



Offer accommodation to delegates near the Prague Congress Centre - 2 hotels with 800 rooms in the immediate vicinity + other hotels with a total capacity of up to 3,000 rooms within 10 minutes on foot or by public transport



Take advantage of a catering supplier that purchases most of the products from **local suppliers and resides directly in the PCC building**. You will reduce logistics to a minimum and ensure the ingredients will be as fresh as possible.



Select Prague Congress Centre **with an underground station with easy access** to public transport



Point out the possibility of mobile applications that enable people to **rent a bike or scooter** which can be safely parked at the Prague Congress Centre

DID YOU KNOW THAT...

- For congresses over 500 delegates you can get free public transport tickets from the city for the duration of the congress? It motivates delegates to use public transport!
- You can make it easier for delegates to navigate the public transport system when you prepare maps with directions and important points highlighted? These are, for example, hotels in which most clients stay, main sights in Prague, stands for bicycles, electric scooters, restaurants and bars in the immediate vicinity of the centre. If you give people enough information about everything, they have no reason to order a taxi anymore!
- You can request a list of recommended local suppliers from us?

Aleš Bartůněk: Prague Still Has Great Potential in Congress Tourism

When Aleš Bartůněk worked at IBM, he visited the Prague Congress Centre as a congress participant. He has been acting as the Chairman of the Prague Congress Centre for several months now. “We want to move the Congress Centre another step further,” he says.

Did you know the Prague Congress Centre before you became a part of it?

Yes. I remember how it was built. As a little boy, I used to come here to watch. And a few years ago, I had the opportunity to get to know it from the inside, when I held a presentation as the director of IBM Czech Republic here.

How did your idea coincide with what you saw when you got to know the Prague Congress Centre better?

I was surprised at how it looks inside, especially the backstage where the public doesn't usually go. And although I had been here several times before, I was impressed again by the magnificence of the halls used by NATO and the EU for their meetings. The memories caught between these walls seemed to be almost tangible. Besides, I like art, so I appreciated that when you walk through the Prague Congress Centre, you are constantly encountering some artworks.

Do you have a favourite place here?

I do like the two biggest halls—the Congress Hall with incredibly comfortable seats that will give you a real sense of excellence. When you sink into a chair, you have a personal space around you, even though there are 2,764 people in the hall. The second large room, the Forum Hall, is again impressive by its variability; it turns into something completely different right before your very eyes. Even there is a great atmosphere and excellent acoustics. When I was on the stage there, I felt very comfortable, and I hope that the clients feel just as good.

Where did you work before you got to the Prague Congress Centre?

My original profession is an aerospace engineer. I studied aviation engines and worked in development for six years. Then I made a change and worked, for example, with Česká spořitelna as an IT specialist, later with several foreign companies, and finally docked at IBM for 20 years. Over the years, I have gone through several positions there.

Why did you go to the Prague Congress Centre? What tempted or persuaded you?

A year ago, I decided to leave IBM because those 20 years had been a long time. Coincidentally, at the same time, an offer from the Prague City Hall came they wanted to see if I wanted to work for the Prague Congress Centre as a member of the Board of Directors. I just hesitated for a moment; congress tourism is something completely different from what I did before. An attractive field, I told myself, variety is the spice of life! After the first General Meeting, I was elected Chairman of the Board.

What is the current Prague Congress Centre like? How would you describe it in your own words?

I have to say that, after the first months, I concluded that there is a professional, motivated team here. It is necessary for working efficiently on the long-term strategy and developing the company and its employees. Besides, I have experience and contacts with foreign partners, which can help us to move the Congress Centre another step further. It is a socially important institution, and my goal is for it to work well and be profitable.

The Prague Congress Centre is an old building, yet it is a popular venue for congresses. What do you think is the reason for that?

Well cared for older buildings, such as the PCC is, have their spirit, and foreign clients like it; especially when they keep up with current trends as we do. Besides, our building is appealing with its impressive foyer, which is truly unique, both with its spaciousness and its magnificent view of old Prague. Of course, our experienced team that organizes congresses and events also supports the PCC's popularity. And indeed, it is not just my impression; I have this confirmed based on customers' feedback.

How do you try to compete with the new modern spaces that arise in Prague?

The Prague Congress Centre is also a modern congress centre; I would like to emphasize this. I think that Prague, as a congress destination, has a significantly higher congress tourism potential

than currently reached. The development of congress tourism in the last 10-12 years confirms it, as Prague dramatically shifted in the ranking of popular congress destinations. Last year, it ended in ninth place worldwide. The second thing is that every congress centre has its target group. For example, for the PCC, one central advantage is the location in the city centre. In addition, the magnificent surroundings, the proximity of Vyšehrad, the view of Prague Castle—all of this is not negligible. Prague has such an enormous potential: it is a university centre, a centre of science and research, and congress tourism can still thrive here.

So, in spite of the progress it has made, Prague still has a higher potential?

Absolutely. Over the past few years, we have moved significantly and, of course, our ambitions are for Prague to make it to the TOP 5.

How do you want to achieve this?

By continuous improvement of services, monitoring trends, increasing the attractiveness of the Prague Congress Centre, especially by expanding the exhibition space that will bring new possibilities to the Prague Congress Centre. Large congresses with accompanying exhibitions are just waiting for this step. Furthermore, I suppose that the newly emerging congress infrastructure will help to make Prague more attractive.

You mentioned the expansion of the congress centre. Is it possible to say something more about it now?

The Board of Directors, together with the shareholders, is now intensively discussing the project to complete the new exhibition hall. We should get a definitive decision soon.

What is your best experience in the PCC?

There are two. First, when I returned to the Forum Hall after a long time and saw how technology changed the whole hall: all the new possibilities for large screens, interpreting equipment, sound, etc. The second thing is that I, together with the Technical Director, visited the technology centre of the centre, which is almost like a small power plant, and that was a stunning experience for me.

Aleš Bartůněk

HIS ORIGINAL PROFESSION is an aviation engineer. He also went through Česká spořitelna and several foreign companies. He spent the last 20 years in various positions at IBM. Now he is the Prague Congress Centre's Chairman of the Board of Directors. In his free time, he enjoys hiking, literature and training for a private pilot license.

What do you like about your work?

I like networking with people, dealing with them. I enjoy project management and having a smart and motivated team assembled that embraces our vision and business.

Do you have a favourite place (restaurant, memorial, etc.), where you like to return and which would you like to recommend to our readers?

We don't have to go a long way. It's Vyšehrad. The older I get, the more I love history and philosophy, I enjoy walking through historic places. I am fascinated by Vyšehrad, it is interesting, and I enjoy realizing how history was formed, how the regions affected each other.

Besides history, what other interests do you have? What are you doing when you're not working?

I have a cottage in the Giant Mountains, a solitary house in the national park, it is just peaceful. I like alpine hiking, literature. As my original profession is an aviation engineer, I love flying. I am just finishing my pilot licence training. •





Next Generation Party

Most companies can do excellent catering. But to invent it innovatively and surprise guests with a certain amount of creativity, while at the same time making it as light as possible for the planet and entertaining for the guests, that is something that requires great courage and a robust social feeling. At Zátiší Catering, the exclusive supplier of events in the Prague Congress Center, they prepare refreshments within the meaning of this philosophy.

Zátiší Catering introduced the concept of sustainable catering two years ago, and despite the initial distrust of clients, it quickly gained popularity. Based on simple reasoning that there is a lot of unnecessary waste in organizing events, which could be eliminated by changing thinking, menu planning and service. A responsible ecological approach can change the mood of the event and improve the host's reputation.

A STUNNING EXPERIENCE

If you wish to amaze your guests, then surprise them. Our tip is to interconnect the refreshments and decorations with the event's topic. During the last 25 years, Zátiší catering has proved that nothing is impossible. Your guests will be amazed by the playful and creative processing. The latest hit is serving without unnecessary dishes—edible garden beds for serving the appetizers and desserts, canapés in the form of lollipops stuck in a stump, vegetables wrapped in cabbage or lettuce leaves,



rolls that fit just right the hand or a sweet bar, where everyone can satisfy his or her taste. Guests can eat the goodies along with the packaging.

SEASONAL MENU FROM LOCAL RESOURCES

Have you heard the myth that the success of an event is measured by how much food is left? This catering breaks it. Because it is not an indication that guests were not hungry but that you don't mind wasting. For an evening event, 500—700 grams of food per person is sufficient, and there is nothing wrong with the fact that some of the dishes run out... At home, you also don't have your fridge full all the time. The chefs prepare the menus from seasonal ingredients and mostly from local resources, so the food does not have to travel long distances and in unnecessary packaging. Czech farmers offer a fantastic variety of ingredients, flavours and scents, so why not to use it? And you can say the same about beverages. Instead of carbonated prefabricated lemonades, you can have tap water flavoured

Quality catering can do without unnecessary plastics. Even disposable cutlery can be recyclable today. Design and ecological spoon - serving dessert directly on the spoon is not only extremely creative but also environmental friendly.

with home-made syrup, fruit or herbs. Those are grown on the 2nd floor terrace in the Congress Centre community garden. You can visit it at any event. At the event, the chefs prepare the main courses directly before the consumption, so they do not cook any unnecessary food to be left.

ONE BOWL

This absolutely innovative concept eliminates using unnecessary dishes. You just keep using one bowl throughout the whole evening and in the end, take it home with the remaining food. The dishes are prepared so their tastes go well together, but you don't even need a bowl for many of them. The plates and cutlery used by Zátíší Catering are made of recyclable materials that can be sorted out after the event and decomposed on a compost. All waste is being sorted. Catering without unnecessary plastics eliminated almost 200,000 PET bottles and other tons of trash in packaging and dishes during 2018.

COMMON GOAL

To act environmentally friendly is not just reasonable but also fun. It allows you to take full advantage of nature's gifts and present them in fine dining quality. Sustainable catering is a sign of your humbleness and respect for nature, which enables us to enjoy our current life. We only have one planet and we wish to keep it for the generations to come, so we don't waste food or other materials. •



The catering of the Prague Congress Centre managed to eliminate **200,000** PET bottles during 2018.

According to experts, it takes **450** years for one PET bottle to decompose.

1.3 billion tons of food are thrown away around the world every year.

A Woman With a Dove as a Peace Message

One of the most important artworks in Prague Congress Centre is a five-metre high sculpture made of fused glass, standing on a two-meter-long steel beam. The authors call it “The Peace Message”. The work is placed in a prestigious location in the congress centre’s foyer, i.e. within the most important and largest operating unit in the building, in front of a monumental window with an unsurpassed view of the Prague skyline. The glass sculpture is without a doubt a dominant feature of the whole PCC’s interior.

The authorship of the sculpture also corresponds with the significance of the place. The work was created by a creative married couple of glass-making artists, Jaroslava Brychtová and Stanislav Libenský, who were absolute world leaders in their field. The sculpture depicts a flying dove and a profile of a woman in a modernist cut. The abstract glass sculpture was modelled by Jaroslava Brychtová based on the design of Stanislav Libeňský and was created using a costly moulded glass technology, which allows glass casting similar to other sculptural materials such as bronze. After several days of melting the sculpture is hand-cut and polished. The authors themselves invented this technology in the 1950s; subsequently, they developed it and once mastered, they applied the method in their specific morphology, which reflected the current manifestations in art.

INSPIRED BY PICASSO

The plastic crystal landmark in the Prague Congress Centre followed up on their previous works, such as the glass sculpture “Birds” for the Czechoslovak Embassy in Berlin in 1977 or the “Bird” sculpture for the Corning Museum of Glass in the USA in 1978. These pieces show a strong inspiration from Picasso’s dove of peace, which has become a universal symbol of peace and progress in both the West and the East. The sculpture “The Peace Message” came at the end of their so-called crystal period, the period when the authors recorded an amazing international response to their work and is now also exceptionally prized by the collectors. The price of this glass sculpture is estimated to be in the order of tens of millions of Czech crowns.

ABOUT THE AUTHORS:

Glass artist and painter Stanislav Libenský and Jaroslava Brychtová, the daughter of the sculptor and founder of the Secondary Glass School in Železný Brod, Jaroslav Brychta, have been working together on small projects since 1954, but already in 1958, they represented Czechoslovak glass-making at Expo 58 in Brussels. In

1963 Stanislav Libenský became the head of the Glass Studio at the Academy of Arts, Architecture & Design in Prague and in the following year, he was democratically—by the members—elected to the influential Central Committee of the Czechoslovak Artists Union. His pedagogical leadership and joint work with Jaroslava Brychtová had an extraordinary impact on the next generations of glass-making artists not only in the Czech Republic but also in the world in the following decades.

Brychtová and Libenský devoted their work mainly to monumental melted glass sculptures for architecture, of they realized a considerable amount.

Stanislav Libenský died in 2002. Jaroslava Brychtová lives in Železný Brod, where she is devoted to their common artistic legacy and runs the Stanislav Libenský Museum despite her old age.

M.A. Pavel Karous, PhD.,
artist, author of the project Aliens and Herons,
head of the Studio of Sculpture at Scholastika



Four-per Cent Law

THERE IS A HUGE NUMBER

of fine artworks in the Prague Congress Centre, which are an integral part of its architecture. The widespread practice of realizing works of art within the framework of state construction was based on contemporary cultural custom, supported by the so-called “four-per cent law”. This state law established one to four per cent of the building’s budget to be dedicated to decorations. The law applied in Czechoslovakia from 1965 to 1991. The United States government first came up with this cultural strategy in 1934 and then it gradually spread to the vast majority of North American states, European states, but also Australia and some African countries.



Jaroslava Brychtová and Stanislav Libenský,
The Peace Message (a woman with a dove), melted glass sculpture
Palace of Culture, 1978—1980

That's Me

Impressive view.

The Prague Congress Centre offers plenty of modern halls, great accessibility, an excellent location and as an added value a beautiful view of Prague, which can be enjoyed by up to 270,000 visitors to the Prague Congress Centre annually.







Place for Weddings

HOTEL HOLIDAY INN Prague Congress Centre is a place not only for holding press conferences, training sessions, company presentations, corporate parties or banquets, but it is also a favourite place for weddings. The advantage is that we can run both the ceremony and the banquet.

For weddings, there is a garden with a beautiful view of Prague and Orangerie. Thanks to this winter garden, weddings can be held at the Holiday Inn Prague Congress Centre all year round.

Easter Eggs from Professionals

DURING THE EASTER HOLIDAYS Easter eggs event was held at Holiday Inn PCC by professionals who have been engaged in this tradition for generations. The report from the event appeared on TV Nova's „Life by the Stars“.

Business Lunch

NEW TO THE Holiday Inn Prague Congress Centre's and its Esprit restaurant's services are business lunches. It is a time-limited daily menu that is always known a week in advance. The menu is varied, with grilled and stewed food, fish, poultry, pasta and vegetarian food. If you are looking for a tasty, high-quality, fast, and pleasant place to eat, the Holiday Inn PCC's Esprit is the right place.



First Participation of Holiday Inn PCC at the Prague Food Festival

FOR THE FIRST TIME IN HISTORY, Holiday Inn's Esprit restaurant took part in the famous Prague Food Festival. Leonardo da Vinci's taste inspired this year's theme. The restaurant prepared a menu using Italian ingredients or typical Italian dishes. "We have prepared a lobster soup, and then we have added ravioli that originate from Italian cuisine. We used Czech meat for the main course and, as a side dish, we served polenta prepared exactly the way they do in Italy," says Holiday Inn PCC chef Jan Wiesner.

Participation in this event aimed to raise public awareness of the hotel restaurant Esprit. Its design was slightly modified just before the festival. The interior got new paint and decorations. Wine casks were added, and home-made oils presented. The tables were designed to resemble an Italian restaurant, not a hotel restaurant.

"To entice more guests, we have prepared another course as a gift between the courses that were set — venison croquette with pumpkin puree and currant. We had the greatest response to that. The guests were surprised. It was a meal they didn't expect, but they liked it," Jan Wiesner said, adding that he will be back next year.

Chef of the Holiday Inn Prague Congress Centre

How would you describe your hotel restaurant Esprit?

Our restaurant is design cosy, the guests feel comfortable here, and we have recently created a new menu. Our clients are mostly foreigners. We offer some Czech courses; the rest is a combination of international cuisine. All of our meals are prepared and served in a modern way. We offer fish, steaks, poultry. We supplement the menu by special offers based on seasonal ingredients.

Which dish is the most popular among your guests?

Over a long period, it is the classic braised sirloin with creamy sauce and Carlsbad dumplings. We serve it to make it interesting. You could say that it is the biggest star and of all meals is one of the best sellers both among foreigners and among Czechs.

Which ingredient do you like to work with during the summer months?

I like the combination of fresh vegetables and sweet-sour flavours that are fruit-based. I combine raspberry, blackberry, strawberry or melon dressings. The combination of sweet-



Jan Wiesner

-sour taste, which is used not only in vegetable salads but also in meat, such as grilled chicken breast, is excellent. I use no sauce or butter, but the meat is supplemented with salad and dressing based on fruit. It lightens the whole meal and adds some summer freshness.



Upcoming Events in the Prague Congress Centre

➤ **03. 07. – 06. 07.**

24TH ANNUAL CONGRESS OF THE EUROPEAN COLLEGE OF SPORT SCIENCE

Number of participants: 2,500

The European College of Sport Science (ECSS) is a scientific society dedicated to collecting, generating and disseminating scientific knowledge at a European level. Based on the success and innovation of previous meetings, ECSS 2019 will offer a wide range of meetings and educational opportunities where the leading international experts will present the latest R&D in the field of sports sciences. The Congress also includes the official ECSS - SportEx congress exhibition, featuring the latest products and services related to sports science. The extensive exhibition provides the opportunity for many exhibitors and visitors and delegates to debate, interact and network.

➤ **13. 07. – 17. 07.**

GECCO 2019 – THE GENETIC AND EVOLUTIONARY COMPUTATION CONFERENCE

Number of participants: 450

Genetic and Evolutionary Computing Conference (GECCO) presents the latest high-quality results in genetic and evolutionary computation since 1999. Topics include: genetic algorithms, genetic programming, colony optimization and swarm intelligence, complex systems (artificial life / robotics / evolving hardware / generative and development systems / artificial immune systems), digital entertainment technology and art, evolutionary combination optimization and metaheuristic, evolutionary machine learning, evolutionary multi-objective optimization, evolutionary numerical optimization, engineering, theory, and more.

➤ **09. 09. – 13. 09.**

ISFG – 28. KONGRES INTERNATIONAL SOCIETY FOR FORENSIC GENETICS 2019

Number of participants: 600

International Society for Forensic Genetics is an international association supporting scientific findings in the field of genetic markers analyzed for forensic purposes. Established in 1968, ISFG features more than 1,100 members from more than 60 countries. The 28th International Congress of the International Society for Forensic Genetics is a major international event organized under the ISFG.

➤ **12. 09. – 14. 09.**

MARY KAY Conference

Number of participants: 2,000

Mary Kay Cosmetic and Cosmetic Consultants Annual Conference.

➤ **15. 09. – 20. 09.**

ICCC PRAGUE 2019 – 15TH INTERNATIONAL CONGRESS ON THE CHEMISTRY OF CEMENT

Number of participants: 1,000

The International Cement Chemistry Congress (ICCC) is a popular global platform that summarizes the current state of cement chemistry and the main trends in cement application. Since the first International Cement Congress in London in 1918, it has a solid connection between academia and the cement industry.

➤ **04. 10. – 05. 10.**

HUMBOOKFEST BOOKS FESTIVAL

Number of participants: 3,000

A literary festival which is held primarily for enthusiastic young readers. But it can also show non-readers that reading is trendy. Come and meet the world and Czech authors, editors, translators, bloggers and have fun during workshops and a rich supporting program.

➤ **11. 10. – 16. 10.**

EUROPEAN SOCIETY FOR EMERGENCY MEDICINE – EUSEM 2019

Number of participants: 2,500

Congress with the European Society for Emergency Medicine EUSEM. This unique annual event is a major educational activity for emergency medicine organized in Europe. Every year, the congress brings together professionals from emergency rooms. At the congress, you will have the opportunity to share your experiences with colleagues from more than 70 different countries, expanding your knowledge through the presentation of more than 200 professionals in various fields. Participants will get to know the current state of the art emergency medicine topics.

➤ **27. 10.**

IL DIVO

Number of participants: 2,764

IL DIVO, the international pop-opera quartet that breaks the records in albums sales and concerts attendance worldwide, comes back to Prague. The famous British producer and talent scout Simon Cowell found this unique group in 2003. IL DIVO comprises Spanish baritone Carlos Marin, Swiss tenor Urs Bühler, American tenor David Miller and French pop singer Sébastien Izambard.

➤ **05. 11. – 07. 11.**

28TH CONFERENCE GIS ESRI IN THE CZECH REPUBLIC

Number of participants: 800

The GIS Esri conference is the largest geoinformatics industry convention in the Czech Republic and has been introducing its attendees with news and current projects in GIS industry in the public and private sector for 25 years. Specialized workshops led by ARCDATA PRAHA and Esri experts inform about technologi-

cal updates and introduce optimal workflows and hands-on tips for working with ArcGIS.

➤ **09. 11.**

DAVID DEYL – 10 YEARS ON THE SCENE

Number of participants: 2,764

David Deyl is a composer and singer with an extraordinary voice colour and a suggestive presentation of his songs with an attractive melodic lines that he accompanies by playing the piano. Released in 2009 at Warner Music Czech Republic, the debut album Hlavolam brought him the real start. Czech and Slovak radios broadcast his songs frequently.

➤ **19. 11. – 22. 11.**

EXPERTS LIVE EUROPE 2019 CONFERENCE

Number of participants: 500

Experts Live Europe is one of Europe's largest conferences focused on Microsoft cloud management, data centre and related management. The best experts from around the world present their panels and offer the latest products, technologies and solutions. It is an excellent opportunity to expand knowledge and make new contacts in the industry.

➤ **20. 11.**

MOSCOW CITY BALLET – SWAN LAKE

Number of participants: 1,775

The renowned ballet company will visit Prague in November 2019. The ensemble, founded by eminent choreographer Victor Smirnov-Golovanov and featuring dancers who studied in the classical Russian ballet school, is famous all over the world. This year, the Moscow City Ballet celebrates its 30th anniversary and will perform in an exceptional location in the Prague Congress Centre, where it will present its excellent performance Swan Lake to the Prague audience. The Moscow City Ballet is characterized by beautiful costumes, impressive choreography, magical lighting and beautiful scenography. According to critics, it is impossible to resist the magic of this set or forget it: it is an art that is a powerful experience for every viewer.



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