

## PRESS RELEASE

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### THE MAYOR BOHUSLAV SVOBODA AWARDED AMBASSADORS FOR CONTRIBUTION TO CONGRESS TOURISM

Prague, 7th April 2011 – The Mayor of the City of Prague, Mr. Bohuslav Svoboda and the President of the Prague Convention Bureau (PCB), Mr. Jan Adámek awarded eminent scientists and leading experts for their efforts in the field of the development of congress tourism in Prague. *"As a doctor who recently attended many congresses I know the importance of congress tourism for the city, as well as the importance of each congress Prague hosts. Not only it improves the overall image of the city and its international position in industry and research, but it also provides enormous economic benefits. Every congress participant spends on average CZK 6.200 per day in Prague, which is almost double compared to the normal tourist," the Mayor Svoboda says.*

Every year the Prague Convention Bureau helps to bring to our capital city a number of international congresses. To win and host such a congress often requires a long-term effort and considerable investments. The activity of eminent scientists and leading experts is therefore extremely important in this process. *"We are trying to develop cooperation with Czech leaders in the industry who represent the Czech Republic in international professional associations, actively lobby in favor of Prague, and then participate in the preparatory work of the scientific, programming and organizational committees. Without their active participation it would not be possible to win any candidacy, nor to prepare and realize any congress in Prague, and we want to see that their number continue to increase in coming years," PCB director Lenka Žlebková says.*

The celebration was attended by nearly 50 eminent scientists and leading experts who were accompanied by representatives of Prague Convention Bureau's member agencies (**CZECH-IN, GUARANT International and AIM Group International**), hotels (**Clarion Congress Hotel and Corinthia Hotel Prague**) and the Prague Congress Centre, who very efficiently cooperate with them.

The awards were presented to winners in 5 major categories. This year, for the first time the award for **the corporate event of the year** was handed out. The winner - **Coca-Cola HBC** received the award for their **Leadership Conference**. The topic of the conference, which hosted nearly 500 participants holding the directorial posts, was the presentation of a company's new strategy how to get closer to customers. Due to a perfect presentation of Prague and the Czech Republic the whole event ended with a great success.

The award for **"Candidacy of the Year 2010"** was handed out to **Mrs. Karolína Gondková** from the Ministry of Education, Youth and Sports, **Mr. Jan Škrha** from the Charles University, and **Mr. Petr Fiala** from the Czech Rectors Conference for the candidacy for the 26th Conference of European Association for International Education with an expected participation of 5000 delegates, which will take place in Prague in June 2014. With its size the conference ranks in the category of city-wide conventions and, in addition to its undeniable contribution to the field of university education, the project has significant economic potential.

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*Prague Convention Bureau je oficiálním reprezentantem Prahy v oblasti kongresové turistiky. Je neziskovou organizací spolupracující s českými orgány cestovního ruchu, která nabízí účinnou pomoc při pořádání konferencí, setkání, seminářů, výstav nebo motivačních akcí v Praze. Naším posláním je propagovat Prahu jako jednu z předních evropských kongresových destinací.*

The award for the "**Congress of the Year 2010**" was handed out to **Mr. Jan Kolář** for the **61st International Astronautical Congress**. This prestigious international event brought together more than 3.500 world's leading experts in the field of astronautics from 79 countries worldwide.

A special **award of the Prague Congress Centre** was handed out by the Mayor Bohuslav Svoboda together with the director of the Prague Congress Centre Mr. Michal Kárník to **Mr. Jan Palouš**, who chaired the Organising Committee on 26th General Assembly of the International Astronomical Union 2006. During the assembly a new definition of the term "planet" was determined, reducing the number of planets of the Solar System to 8.

The evening culminated in the presentation of the **award for the long-term contribution to congress tourism**. The award was handed out to Mr. Jiří Raboch, a member of organizing committees who collaborated, for example on the most successful congress in the history of the World Psychiatric Society (WPA) in 2008 and as a consultant for conferences in the World Psychiatric Society has merit in getting WPA international conference planned for 2012 to Prague. The expected participation is 6.000 delegates.

The President of the Prague Convention Bureau **Jan Adámek** thanked the Mayor of the City of Prague both for his support to Prague congress industry, and to the ambassadors and their efforts to establish goodwill of Prague and the Czech Republic in prestigious organizations. "Our goal is to improve Prague's current 15<sup>th</sup> position in the world congress destinations ranking and to get the city among the top ten congress destinations, as in 2006. For this reason, the cooperation of the Prague Convention Bureau and the City of Prague is necessary. Without it PCB cannot work efficiently, and vice versa - the city of Prague cannot sufficiently develop congress tourism and promote Prague in the international area," the President of the Prague Convention Bureau confirms.

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