Alsace meets the MICE sector

Meet in Alsace:
Accessible, unique and diverse

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Alsace meets the MICE sector

Meet in Alsace: Accessible, unique and diverse

Famous wines, renowned cuisine, a land that echoes its history, a prestigious heritage, a perfect mix of cultures, high-quality services and hospitality, cutting-edge facilities, new projects, all within reach and affordable for every budget...

In a constantly changing world, professional meetings take on a new dimension in Alsace, where very special attention is paid to business tourism.

The “Meet in Alsace” concept unites three unique cities, to offer you one ideal solution: Strasbourg the European capital, Colmar the convention city and Mulhouse the creative hotspot.

Everything is ready for meetings, seminars, conventions and events to be organised with the utmost care and highest standards.

- Why choose Alsace? P. 3
- The new “Meet in Alsace” concept P. 5
- Strasbourg: a pioneer in the construction of Europe P. 6
- Colmar: the capital of Alsace Wines P. 9
- Mulhouse: the creative hotspot P. 12
“Coming together is a beginning; keeping together is progress; working together is success.” Henry Ford

Make Alsace, a remarkable region chock-full of opportunities, is your next business-travel destination. Linking France, Switzerland and Germany together, this beautiful part of eastern France attracts tourists and investors alike, for all sorts of incentive and teambuilding events and other types of meetings, in its prestigious locations and conference rooms. Not to mention the region’s excellent reputation for its architectural, culinary and winemaking heritage!

Alsace: the go-to place for your next corporate seminar, convention or other professional event.

Alsace is easy to reach and international...

Alsace is easy to reach, thanks to its two high-speed train lines (east-west and north-south) and its three airports, including two international ones, Strasbourg Entzheim and EuroAirport Basel-Mulhouse, and its business airport, ADC-Aéroport de Colmar Houssen. Plus: nearby airports in Germany and Switzerland, such as Baden-Baden Airpark, Stuttgart, Frankfort, Zurich and Geneva. No matter where you are, you’re never far from Alsace, by car, plane or train; there are so many ways to get here easily. Fast, simple business travel to Alsace makes international borders disappear: coming to one of the three incentive clusters here is easy and straightforward for all.

**Air**
Alsace is an hour’s flight away from Paris. Airports in Alsace: EuroAirport, Strasbourg International and Colmar Airport. On arrival, you’ll find shuttles, trains, buses and taxis to take you where you want to go.

**Road**
Alsace is 5 hours from Paris, 4 hours from Lyon and Brussels and 3 hours from Geneva. Its main cities are under 5 hours by road from Paris.

**Rail**
The 3 major Alsatian cities can be reached directly from Paris: to Strasbourg in 2 hours 15 minutes, to Colmar in 2 hours 50 minutes and to Mulhouse in 2 hours 40 minutes, or Lille-Strasbourg in 3 1/2 hours, for example.
Alsace is vibrant and innovative...

An entrepreneurial and creative place boasting numerous competitive clusters and an excellent regional university centre, Alsace is always on the leading edge, always ready to meet your event needs.

Alsace keeps its traditions alive, with a modern touch

The heritage of Alsace serves the professional event industry, providing numerous prestigious locations that can be rented out for private use: the Automobile Museum, the Train Museum, the Heritage Museum (Ecomusée), the Museum of Modern and Contemporary Art in Strasbourg, Unterlinden Museum, and more.

Not to mention its internationally renowned, rich culinary and winemaking heritage. Alsace is generous with its unique, incomparable flavours, boasting no less than 23 starred restaurants and many meticulous winemakers, who generously welcome wine lovers on the Wine Route, one of France’s most beautiful, and which just celebrated its 60th anniversary!

Projects flourish in Alsace

The three cities, Strasbourg, Colmar and Mulhouse, the gateways to the region, are developing their convention and seminar facilities in order to make them more attractive and even more competitive.

- And so in 2016, Strasbourg will proudly feature an optimised, enlarged Concert and Convention Centre featuring three auditoriums with space for 500, 1,200 and 1,800 people, a system of fixed and mobile interpretation booths, as well as a totally modular food-service area, covering a surface area of 2,000 m². And by 2018, the Concert and Convention Centre will be connected to the all-new exhibition park, with a net exhibition floor space of 30,000 m².

- Colmar already has an all-new convention centre with 1,300 seats, within an exhibition park covering 14,000 square metres.

- As for Mulhouse, in addition to the Business Center that it has just opened at the EuroAirport, it will boast a conference centre with a capacity for 400 attendees in the historic train station district by 2016.
Offering better-structured solutions, facilitating communications, encouraging longer stays, providing tailor-made responses for your projects, and enhancing the attractiveness of the local area...

In order to help you organise your professional events, the three Convention Bureaus of Strasbourg, Colmar and Mulhouse have decided to communicate together under the “Meet in Alsace” banner, while retaining their respective unique characteristics.

These joint measures were initiated in 2012 by the Region, the Regional Tourism Committee, the Tourism Development Agencies, the urban areas and the reception facilities, as well as Atout France.

A "Destination Contract" was signed on July 22, 2013, with Mrs. Sylvia Pinel, the French Minister for Craft Industries, Trade and Tourism.

And to top it all, Meet in Alsace has created an attractive website designed as an information gateway. It features a regularly updated blog highlighting the latest great deals, unusual spots and clever event ideas trending on the social networks, such as Facebook and Twitter.

Go to www.meet-in-alsace.com
For a seminar or convention on a “European scale”, or concerning one of the city’s sectors of excellence, such as renewable energies, chemicals, the image technologies or contactless mobile technology, choose the Strasbourg Convention Bureau.

With a huge surprise in store: by 2016, Strasbourg will be just one hour and fifty minutes away from Paris by high-speed train!

It is one of Europe’s most beautiful cities and the 3rd largest convention town in France (outside of Paris). It has every advantage: the European capital of democracy and human rights, a UNESCO World Heritage Site, a vibrant cultural scene, open to dialogues and debates such as those organised here during the sixtieth anniversary of NATO, and more.

This humanist, diplomatic city (with 75 representations and consulates) shares with New York and Geneva the distinction of being the seat of international organisations without being the country’s capital. Not to mention its high concentration of brainpower, from the prestigious ENA School to the university, the 4th-largest in France that has 43,000 students and boasts three active Nobel Prize laureates.

And for some recreation during your free time, you’ll have a wide range of possibilities: the Cathedral, imperial palaces, half-timbered houses, medieval alleyways and 11 museums at bargain prices, thanks to the Strasbourg Pass.

Then, after all your hard work, relax and enjoy a delicious meal in one of the city’s starred restaurants. The 1741, Cambuse, Casserole, Buerehiesel, Crocodile, Umami and Gavroche restaurants all offer delicious, typically Alsatian cooking, to be accompanied by a fine Alsatian wine such as a Riesling, Gewurztraminer, Muscat, Sylvaner, Pinot Noir or Pinot Blanc.

Unless you’d prefer to organise something in-house, such as a gala dinner in a prestigious location– for example, the Pavilion Joséphine, the Castle of Osthoffen, the Rohan Palace or the Royal Palace, which is an Alsatian cabaret and the 3rd-largest in France after the Moulin Rouge and the Lido.

Strasbourg and its surrounding areas also offer wonderful outdoor opportunities: treasure hunts on the city streets, canoeing on the River Ill, mountain biking, city cycling, and in wintertime, Yeti hunts!
As your one-stop shop, the Strasbourg Convention Bureau responds efficiently and objectively to your needs, providing personalised solutions for your project, thanks to its wide network of partners. The Strasbourg Convention Bureau will find you the right service providers and locations, even conducting on-site visits and requesting support from the local authorities to organise certain events, such as scientific conventions, and more.

And as for facilities, Strasbourg has everything for major professional events, with a total of 5 competitive clusters (Alsace Biovalley, Vehicle of the Future, the Fibres Cluster, Alsace Energivie and Hydreos), 30,000 m² of exhibition surface and 10,000 hotel rooms.

- **Hotel capacity**: 8,400 hotel rooms in boutique hotels and across various international hotel chains, several of which are “jumbo-capacity”. 1,000 new hotel rooms will be available by 2015. Additionally, 2,000 rooms are available within a 30-kilometre radius.

- **Parc des Expositions (Exhibition Park)**: currently covering 24,000 m², by 2016 it will have 50,000 sq. metres of indoor halls (net exhibition floor space of 30,000 m²).

- **Concert and Convention Centre**: an exhibition surface area of 9,000 m² as well as two auditoriums with a capacity of 900 and 2,000. Starting from 2016: 3 amphitheatres with 500, 1,200 and 1,800 seats, as well as 25 conference rooms and banquet and food-service areas. The new dedicated exhibition section will cover a surface area of 10,000 m².

- **Zenith**: the largest Zenith venue in France, it can accommodate up to 12,000 concertgoers and 7,800 convention delegates.

**Strasbourg: experience in scientific conferences**

The prestige of the University of Strasbourg - and its 3 active Nobel Prize laureates - contributes to the growing influence of the city and makes it a premium location for national and international scientific conferences. French President François Hollande’s recent visit to the University on January 30, 2014, further confirmed this status. From the **Institute for Supramolecular Science and Engineering** (ISIS) to the **Digestive Cancer Research Institute** (IRCAD), his visit was dedicated to research and higher education. And for icing on the cake, since October 2013, you can organise your scientific meeting at the 4-star **Les Haras** Hotel, in a historic building renovated on the initiative of the IRCAD!
Two great sightseeing ideas in Strasbourg: The European Parliament and the Lieu d’Europe

180,000 visitors were welcomed to the European Parliament in 2012. To cope with a sharp uptick in visitor numbers, the Parliament has arranged for the Batorama guided boat tours to make a stop there; it has increased the number of guides, will soon feature a terrace on the 13th floor and, in 2015, will offer visitors the chance to sit in on a 360-degree simulation of a parliamentary session, in a cinema.

New in 2014: a single admission ticket to visit the Alsace-Moselle Memorial, the European Parliament and the Lieu d’Europe, slated to open in 2014, in the Kaysersguet House, across from the European institutions. It will feature a permanent exhibition covering 150m² in 3 languages about the institutions, their architecture and the values of Europe today.

An excellent public transit system: environmentally friendly and easy to use

The tramway system of the Urban Community of Strasbourg is France’s largest with 7 lines. Connections are excellent between the hotels and the city centre, the Convention Centre and the European Institutions. The most athletic visitors might want to rent a Vélhop! bike through the bike share programme and enjoy Strasbourg’s 530 kilometres of bike lanes.

An added bonus: the “My Ticket” pass, especially designed for the organisers of conventions, seminars and conferences, provides 3 days of transit for the price of 2! Strasbourg has the largest tram system in France. In 2013 it was extended by 9km, bringing the system's total length to 65km across 7 lines, covering the city from side to side. By 2016, this system will cross the border, going to Kehl in Germany.

Strasbourg Convention Bureau
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For all your incentive events and traditional conferences, choose Colmar Congrès, a safe bet very close to Germany and Switzerland, featuring all the services and skills the local area has to offer.

The capital of Alsace Wines, this cosy city combining art-de-vivre with heritage should be savoured like a fine wine.
Part of the tri-national network of the Upper Rhine, it has for many years been established as a prime destination for business tourism.

As for facilities, Colmar hits the mark, with its exhibition surface of 13,500 square metres, its 1,300-seat auditorium, its competitive cluster and its 18 conference rooms:

- Hotel capacity: over 1,900 rooms ranging from 1 to 5 stars, including 1,500 within the city itself in international chain hotels and boutique hotels.
- Exhibition and Convention Centre: a modular auditorium able to accommodate from 300 to 1,300 people, 5 smaller meeting rooms from 96m² to 439m²; 3,000m² of space for food service, 7,000m² for exhibitions and a private car park with 2,000 spaces.
- Meeting, Exchange and Training Centre: a multimedia room with a 300-seat auditorium and simultaneous interpretation booths, a 140-seat auditorium, a reception and catering area and a 300-space private car park.
- Prestige Quarter: featuring numerous historic sites, such as the Koïfhus (15th-century customs house), the Catherinettes (located in an old church), Unterlinden Museum (former municipal baths) and the Municipal Theatre, offering a total capacity for over 1,500 people.

As a specialist of the destination and your single point of contact, Colmar Congrès will advise you, offering the right solutions for your events and needs: rental of premises, hotel reservations, restaurants and catering, transportation, tours, excursions, and more.
For large-scale events: the 4-star Lucien Barrière Resort

Located on the Wine Route of Alsace, the Barrière Resort in Ribeauvillé, about fifteen kilometres from Colmar, features 56 rooms, a 250-seat meeting room, a modular conference room and a restaurant offering an all-inclusive dinner-show package for 200 guests.

The advantages: once your meeting is over, you can enjoy a stroll through the vineyards or stop by the 1,000-square-metre casino, unless you’d prefer to relax at the 3,600-square-metre spa. Here you’ll be thrilled to find three heated pools, water activities, hydro massage areas, a Turkish bath, a sauna and beauty treatments.

Other recreational options: tour the Haut-Koenigsbourg Castle, which is just a short drive away, or drive down the Alsace Wine Route in an antique car or a 2 CV for fun winetasting and cultural activities (up to 100 people).

For small-group events: the 3-star Roi Soleil Prestige Hotel

Cleverly baroque and delectably designed, the Roi Soleil Prestige Hotel, opened in 2011, is a tribute to modern art and the hotel industry. Denis Kuentz, the creator of the Roi Soleil hotel chain, decided to give carte blanche to the artist Renato Montanaro. He also developed an original concept of “Low-Cost Quality”, offering low-price services worthy of a 4-star hotel.

Frescoes designed in homage to the Court of Louis XIV, the Sun King, imbue each room with a unique character and a strong sense of identity. But other tributes to the art and artists of Alsace can also be found in the breakfast room, which boasts a “Chinese Decor” tapestry from Zuber & Cie, and the conference room is enhanced by a famous Spindler marquetry work: the “Hans im Schnockeloch”.

In all, the hotel offers a capacity for 30 people in the conference room, 99 rooms, a restaurant and a lounge bar, right in the centre of Colmar.
At the Unterlinden Museum, a gala worthy of Empress Sissi

One of the most visited fine-arts museums in France and home to the Altarpiece of Isenheim, an internationally renowned masterpiece, the Unterlinden Museum features a superb hall for events that can accommodate up to 260 guests. This showcase for culture, housed in the former Dominican Convent, will be reinventing itself in 2015. Indeed, after celebrating its 160th anniversary in 2013, the museum is now undergoing an expansion. In order to redeploy its collections, particularly of modern and contemporary art, with an innovative approach to museum organisation, and so as to enlarge its exhibition space, the museum will soon be extending into a new section, designed by the international architectural firm Herzog & de Meuron and the French Historical Monuments authority.

The former convent and the municipal baths will be redesigned to house earlier art and special events, while a new a brick building, covered in copper, will feature modern and contemporary collections on two floors and temporary exhibitions on a third floor. An underground gallery linking the convent to the new wing will feature a presentation of the museum’s history, together with a panorama of art from the 19th and early 20th centuries.

Confrérie St Etienne: for joy and happiness
The Confrérie Saint Etienne d’Alsace (fraternal society) is considered to be one of the oldest in France. In particular, during its solemn meetings, it works to promote Alsace wines and their incomparable magic. Twice a year, following a long wine-tasting session, it awards its seal of quality by affixing its “Sigille” to the most worthy bottles of wine.

The Eagle Park: thrills guaranteed
Right near the Wine Route, in the superb setting of the medieval castle of Kintzheim, you can watch the largest birds of prey in the world fly in total liberty. They are the stars of a breathtaking, gripping show.

Colmar Congrès
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If you’d like your events to be a bit out of the ordinary, opt for the Mulhouse Convention Bureau, specialists of this destination since 1997. We’ll provide you with a customised solution that meets your goals and suits your budget perfectly. Your trade fairs and corporate seminars will be unique and amazing.

Mulhouse, a city of art and history and the second-largest urban area in Alsace, has successfully capitalised on its unique heritage born of a rich industrial past, through attractions such as the Automobile Museum and the Museum of Printed Textiles. It offers unusual solutions for your events that will surprise and amaze you. Its airport, the only tri-national one in the world, has enabled it for many years to fully play its role as the gateway to the dynamic region of Alsace and as a hub for business travel.

As for the railway, the high-speed train will get you here from Paris, Lyon, Frankfurt or Zurich in under 3 hours. A quick trip that will provide you with access to 5 competitive clusters completely integrating the area’s skills: Vehicle of the Future, Alsace Biovalley, the Fibre Cluster, Alsace Energivie and Hydreos.

True to its spirit of innovation, Mulhouse inaugurated the first tram-train in France in 2012 and is currently building a new business district around the Central Train Station. In the long term, no less than 50,000 m² of floor space will be available, one part of which will be dedicated to a telecentre for workers on the go and another to a 300-seat conference centre.

See the future in the past, and find what you’re looking for by tracking down some great deals on the recently redesigned, efficient website of the Convention Bureau. Designed to make your search effortless, from a classification featuring headings such as “Ex” (exceptional locations), “IN” (unusual places), “XL” (sites with a capacity for more than 100 people), “L” (from 50 to 100 people), “M” (less than 50), to 4 themes that are instantly recognisable thanks to their logos: “conference”, “seminar”, “cocktail” and “meal”. And what’s more, the website of the Mulhouse Tourism and Convention Office even has a section dedicated to promotions, and a Flickr account!
As for facilities, Mulhouse spares no expense, with an exhibition surface of 10,000 sq. metres, 100 international and national destinations and 3 stars in the Guide Vert:

- **Hotel capacity:** 3,000 rooms in over 50 international chain hotels and boutique hotels, of which nearly 40% boast 3 and 4 stars.
- **Major events:** the Exhibition Park features a surface area of 10,000 m², as well as conference rooms with areas of 770 m² and 560 m². Kinépolis has 14 rooms with space for 200 to 700 people and for cocktail parties.
- **Exceptional sites:** gala dinners or cocktail parties for up to 800 guests amidst the prestigious collections of the Automobile Museum, the Train Museum or the Heritage Museum of Alsace (Ecomusée).
- **Salons of the Industrial Society of Mulhouse:** rooms to accommodate up to 200 guests, in a historic building from the early 19th century.
- **“Doux business!” packages:** 8 theme packages designed to highlight the rich, diverse offerings. Priced on a “starting from” basis for 30 people, they can be adapted to suit all your needs.

Beyond business, there is much enjoyment to be had: get some fresh air at the Zoological and Botanical Park, or enjoy the fine weather at the Jardins du Temps, just a few kilometres outside of town; discover the new go-to place for motorcycle enthusiasts: La Grange à Bécanes – Rhine Motorcycle Museum (opened in 2013); stroll through the new district, a symbol of flourishing industry in Mulhouse, or the Rebberg, the hangout of the industrial bourgeoisie; reach for the sky by visiting the Vosges Mountains; cultivate yourself by visiting the Automobile Museum, the Train Museum, the Textile Museum or the EDF-Electropolis Museum; go shopping for local products at La Boutique; get hands-on with art at an exhibition at the Kunsthalle or during the Biennale “Mulhouse 00”; make some fascinating discoveries thanks to the Greeters—passionate volunteers who will share intriguing secrets about their city; enjoy a drink at the Mulhouse Beer Festival from September 12 to 15, 2014, and more.
On April 2, the Far North section of the Zoological and Botanical Park will open an all-new space covering 10,000 m² entirely dedicated to Arctic wildlife. Its fun and innovative educational trail will help you understand the stakes of climate change and what needs to be done to protect this precious wildlife.

A useful tip: how to save 3 hours in 1 day!
If you bring together speakers or participants from different cities in France or Europe, what could be easier than holding your event at the most convenient place possible? At the Basel-Mulhouse Airport, in the business centre entirely dedicated to incentive events! 10 fully-equipped modular meeting rooms (from 2 to 90 people), with exceptional views, are available for your use. Everything you need, including a café, mini bar, restaurant, guaranteed parking spaces and more, is just steps away from your conference or seminar.

Other advantages of this solution: less transportation costs, more meeting time, a lower impact on the environment, and more.

More time and less stress: everyone arrives on time, and the day is truly dedicated to the meeting or training! You can reserve a rental by the hour, the half-day, the day or the week.

After all your hard work, you deserve a meal in a starred restaurant
Organising a training session, a corporate seminar or a convention in Alsace? Head for the best restaurants to end the day in elegance, grab a bite to eat at lunchtime, or even organise your work day.

New listings in the 2014 Michelin Guide!
Stefano D’Onglia’s Il Cortile restaurant in Mulhouse, which has had one star since 2007, has just obtained its second star. How about trying the business menu at lunchtime? Il Cortile is located in the historic city centre of Mulhouse, an attractive and charming pedestrian district.

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