



RIMINI BEGINS 2015 WITH A BANG

2015 kicks off with big news for the Palacongressi and the Convention Bureau della Riviera di Rimini (CBRR): the fusion with Rimini Fiera Spa, making it the new Business Unit for congress activities.

The move was motivated by the desire to place the Palacongressi on the international scene of MICE tourism and to promote Rimini on a worldwide scale. One of the most elegant and avant-garde trade fair venues in Italy, Rimini Fiera is one of the leaders in the Italian trade fair sector.

Becoming the new Congress Business Unit not only implies a sizeable increase in contacts and relations, it also means getting into the game with other international players and making full use of the possible synergies between congress and trade fair business. Thanks to the organisational experience and the relations Rimini Fiera has built up in the association sector, the CBRR is today capable of taking on major events, managing both production and development, including the sale of exhibits space and seeking out sponsors. Within the local area it develops economic and entrepreneurial potential and collaborates with major national and international trade associations in the leading sectors.

PRAISED FROM ALL PARTS

The CBRR has been promoting Rimini since 1994, a city which is easily reachable and

has made hospitality its *raison d'être* with a diversity of quality accommodation facilities. Steeped in tradition, history, culture, sport, praised for its excellent food and wine, Rimini has also become a winning congress destination over the years.

The CBRR manages the Palacongressi and the conference business held at the Rimini Trade Fair and Exhibition Centre. In 2014, its team handled 114 events and over one million and fifty thousand participants.

The two flagships buildings include:

- A prestigious and contemporary convention centre, technologically advanced and green-oriented, versatile and flexible to cater for any type of event: 39 rooms seating a total of 9,000 guests, 4,700 seats in the plenary room and an amphitheatre accommodating up to 1,600, as well as 11,000 sqm of exhibit space.
- An innovative and ecological trade fair centre with a linear and single-storey structure, highly technological with a surface area of 460,000 sqm (109,000 sqm exhibit space) spread out over 16 halls, including 160,000 sqm of green area and its own internal railway station.

VERY POPULAR

The two locations have become very popular hosting trade shows such as SIGEP (International Exhibition for Artisanal Gelato, Pastry, Confectionery and Bakery), ECOMONDO (International Trade Fair of Material & Energy Recovery and Sustainable Development) or TTG (The International B2B Tourism Fair). As to meetings, let's mention the Meeting for the Friendship Amongst Peoples (with 800,000 participants every year), the FISM World Championships of Magic, taking place in July 2015 with 5,000 magicians and the European Mineralogy Conference, in 2016 with over 1,000 participants.

Rimini Fiera has three distinct business areas:

- Management of prestigious spaces
- Providing a comprehensive, efficient and high quality service for trade fairs and congresses, events from A to Z
- Organisation and development of proprietary trade fairs and events

CONTACT

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