Katholieke Universiteit Leuven

ESAT Congres 2010

Invitation to Ghent

Gent Congres

Convention Bureau for
Ghent and East Flanders

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GHENT, MEDIEVAL MANHATTAN

It can be no coincidence that Ghent, the capital of East Flanders, was given several pretty names: medieval Manhattan, historical heart of Flanders, a city of all times, **one of the most beautiful historic cities in Europe.**

The city combines an **impressive past with a vivid present**.

You will hardly ever find such a diversity of architectural styles and treasures of which most are protected as national heritage by UNESCO.
Strolling through Ghent often coincides with an adventurous travel through history.

But above all, Ghent is alive !
Here pounds the young heart of a dazzling city of culture with music, theatre, film and visual arts. A city where cultural perspectives are constantly renewed and enlarged, where culture is a feast and where feasting is a form of culture.

Not only art lovers but nearly everyone can find something here to suit his taste.
Ghent offers over 300 restaurants, numerous pubs, pleasant shopping streets, and an exciting nightlife.

The people of Ghent are known to guarantee a warm and pleasant welcome.



GHENT, ASSETS AS A CONGRESS TOWN

[CENTRALLY LOCATED AND EASY ACCESSIBLE]

Ghent is centrally located in Flanders-Belgium.

- ✓ Situated at the crossroads of Europe (E-17 × E-40)
- ✓ Close to Belgium's National Airport Zaventem (+/- 45 min.)
- ✓ Direct High-speed train connection with Paris (Thalys)
- ✓ Fast Parking Routes around the city, easy & close-by parking lots.



[EXCELLENT CONGRESS & MEETING VENUES]

- ✓ 3 Congress Centres (100 to 1.000 people), with large exhibition facilities
- ✓ Beautiful historical buildings, available for meetings, dinners and events
- ✓ Full service conference hotels
- ✓ Easy parking and easily accessible





[COMPACT CITY]

- ✓ All assets of a Metropolis in a small and cosy town
- ✓ Walking distance between hotels, congress facilities, cultural attractions and shopping.
- ✓ Historical city centre (36ha): mainly pedestrian area.





[HISTORY, ARTS AND CULTURE]

- ✓ An impressive history (15 centuries) with a vivid present.
- ✓ No other city in Belgium has as many listed monuments as Ghent.
- ✓ Multiple historical buildings available for events
- ✓ Flanders International Film festival, Floralies (International Flower Show)
- ✓ Adoration of the Mystic Lamb (Van Eyck), SMAK





[HOSPITALITY AND GOOD LIVING]

- ✓ Over 300 restaurants, offering local specialities and international dishes
- ✓ Excellent hotels and top class restaurants
- ✓ Hundreds of charming taverns and typical pubs
- ✓ Excellent sport and recreation facilities



[IN THE CENTRE OF A BEAUTIFUL REGION]

- ✓ Ideal for short breaks during congresses, and for incentive trips
- ✓ The Flemish Ardennes: stunning panoramas, numerous castles and idyllic villages
- ✓ Along the river Lys: charming landscapes and the painters' village "Latem"
- ✓ Meetjesland: channels and creeks, ideal for water sports





[UNIVERSITY TOWN]

- ✓ International reputation of the Ghent University
- ✓ Largest student town in Belgium: lively atmosphere
- ✓ Preferred city for prominent scientists
- ✓ Major international congresses







[AT THE CONFLUENCE OF FLANDERS' MAIN RIVERS]

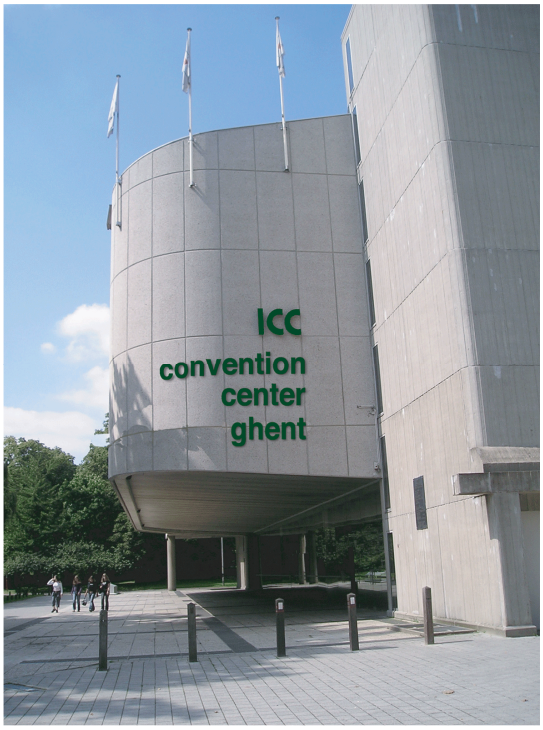
- ✓ Idyllic canals throughout the city
- ✓ The port of Ghent: one of Belgium's largest ports
- ✓ Multiple yacht ports





INTERNATIONAL CONGRESS CENTRE ICC

The International Congress Centre of Ghent is one of the **largest, most modern and polyvalent congress centres in Belgium** in which an extensive range of activities can be held for groups up to 2,000 persons.
It is ideally located in a green environment and within easy access.



[3-CHAIR CONCEPT]

In renovating the ICC the architects took their inspiration from the three-seat concept. This makes the congress centre unique in Belgium, since it has one seat for every guest in:

- ✓ **the main congress hall**
  This large hall for plenary sessions has 1,000 comfortable seats

- ✓ **the break-out rooms**
  There are 6 break-out rooms, for groups of 80 to 450 people (total capacity 1,350 persons), some of them with daylight

- ✓ **the banquet room**
  The banquet room seats up to 1,000 people, with excellent catering facilities.







In addition to this, the following exhibition areas are available:

Georges Minne Square:

- ➔ central area between the congress hall, the break-out rooms and the banquet room.
- ➔ surface: 800 m²
- ➔ full daylight, beautiful view on the park

Artevelde Forum:

- ➔ exhibition area on the ground floor
- ➔ surface: 1,600 m²
- ➔ full daylight, ideal for exhibition, coffee breaks and receptions

Pedro de Gante Hall:

- ➔ exhibition area, next to the Artevelde forum
- ➔ surface: 1,700 m²
- ➔ in combination with the Artevelde forum 3,300 m² of exhibition area !



[ADVANTAGES]

- ✓ Easy accessible: - walking distance from city centre hotels: +/- 15 min.
  - easy access from highways (E-40 / E-17)
  - nearby train station (5 min. walking)
- ✓ Fully equipped congress centre with clearly defined areas: congress room, break-out rooms, exhibition area & coffee break, registration desks, poster sessions, VIP-floor, organisation offices, etc.
- ✓ Daylight in as many areas as possible: lounges, bars, the banquet room, exhibition areas, break-out rooms, etc.
- ✓ Smooth and easy circulation of guests, with strict separation of the flow of guests and services
- ✓ Easy and quick conversion of all rooms into theatres making use of the latest multimedia technologies

[HALL OVERVIEW]

Meeting Rooms

	Auditorium	Seminar	Theatre	Reception	Banquet	Area m²
Congress Hall	975					1100
Jan Van Eyck		149	258			284
Hubert Van Eyck		103	178			196
Van der Goes		103	178			196
Van Rysselberghe		235	405			446
Baeckelandt		194	335			368
Bauwens		75	129			142
Square Minne				800		800
Arteveldeforum				1600		1600
Banqueting Hall		521	900	990	707	990
Casino		785	1356	1492	1066	1492
Training House		40	60	88		88
Windows on Ghent		85	100	100		675

Exhibition Halls

	Area m²	Dimension
Square Minne	800	34,5 x 11 x 3,17
Arteveldeforum	1600	59 x 30 x 3,17
Pedro de Gante	1600	26 x 60 x 4,53
Casino	1492	25 x 55 x 4,7

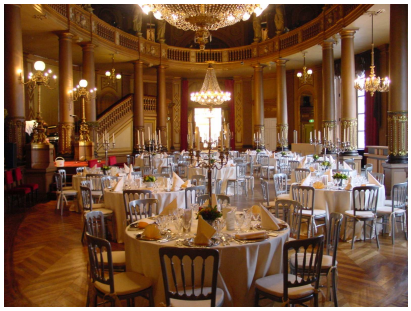
SPECIAL VENUES

[HET PAND] is an ancient monastery (13th century) of Dominicans in the historical centre of Ghent.
It has been completely renovated and is now used by the University of Ghent as a congress venue. It is also a very nice place for receptions.
It houses apart from a large number of congress rooms, different museum collections, exhibition areas and a restaurant.






The **[GHENT OPERA HOUSE]** with its beautiful façade was completed in 1840 and boasts an atmosphere of wealth and luxury. Many of the public halls behind the façade were designed as banquet halls: the FOYER, with its beautiful mirrors and chandeliers, the REDOUTE hall (traditionally used for festivities and balls) which visually overwhelms with its columns and monumental staircase, and the LULLY hall which architecture becomes completely subservient to the magnificent splendour of its ornaments. Finally the THEATRE itself of the Opera house can also be used for congresses and meetings.

The Reception Rooms Department of the City of Ghent is running the municipal buildings and halls (historical as well as common ones), where happenings of one or more days are organised by the city itself or other initiatives. The most important historical buildings are:
[SAINT PETER'S ABBEY] - Kunsthal Sint-Pieterabdij. The Library Attic (300 m²) and the Monks Attic (250 m²) are fit for meetings, receptions and banquets. Receptions and banquets can also be organised in the Cellar under the Refectory (300 m²).
[THE CLOTH HALL] – Lakenhalle. The First Upper Room (385 m²) is fit for meetings, receptions and banquets. The **[CASTLE OF THE COUNTS]** – Gravensteen. The Joan Vandenhoute Room (260 m²) is fit for classical concerts, meetings and receptions.







HOTELS AND ACCOMMODATION

[HOTELS]

Ghent offers a wide range of hotels in all categories:

Classification	2009		
	# hotels	# rooms	Prices: range
5*****	0	0	---
4****	7	691	€ 120-265
3***	14	849	€ 105-190
2**	6	123	€ 95-130
1*	4	47	€ 80 –100
None	4	101	€ 60 - 80
Total		1802	
Student homes		100	

It is not excluded that other hotel projects will be start up.

[BED AND BREAKFAST]

There are several Bed & Breakfasts in Ghent, accommodating you with the local people. Most of time the hosts are most willing to make acquaintance, which can be interesting in order to get to know the "real" Ghent citizens.
Guest rooms are to be found on the website of the Guild for Ghent Guest Rooms www.bedandbreakfast-gent.be .

[YOUTH HOSTEL]

For some participants who have a tight budget, Ghent also has a centrally located youth hostel "De Draecke". There are 27 comfortable 2-, 3-, 4-, 5-, or 6-bedded rooms with private bathroom and toilet, in total offering 106 beds.
'De Draecke' is located in the city centre within walking distance from the Castle of the Counts. There is a tram stop going to all directions of the city.

[UNIVERSITY STUDENT HOMES]

The university of Ghent offers the possibility to participants of congresses to stay in a room in the student homes and this in the period july-august-september.

TRANSPORTATION

[TO GHENT]

- *By air: Belgium National Airport (Zaventem)*

  +/- 140 international and regional carriers serve Belgium International Airport, from more than 70 international cities.
  Ghent can easily be reached from the airport:
  - by train: direct connection, every half hour, journey time 53 min.
  - by car: a +/- 45 minutes drive

  Other Belgian airports (Ostend, Antwerp, Charleroi, Liège) are served by regional carriers and also have easy connections to Ghent.

- *Train:*

  Thalys: **-** Gent has a direct connection with Paris (+/- 2.25h) (no stopovers)
  - Ghent can easily be reached from all major European cities via Brussels Midi Station*

  Eurostar: via Brussel Midi station: London is only 3,5 hours away from Ghent

- *By car:*

  Ghent is ideally located at the intersection of the E-17 and E-40 motorways, which guarantees an easy access from the whole of Europe.

- *Distances & Travel times*

From	Distance	By car	By train
Brussels National Airport	65 km	45 min	50 min
London *	370 km	4h 30min	3h 25min
Paris	300 km	2h 50min	2h
Cologne *	240 km	2h 35min	3h 15min
Amsterdam *	210 km	2h 05min	3h 05min
Luxemburg *	270 km	2h 35min	3h 20min
Antwerp	55 km	40 min	50 min
Bruges	55 km	40 min	20 min
Brussels	55 km	40 min	25 min
Ostend	65 km	45 min	35 min

[IN GHENT]

A part of the city centre is pedestrian area: an area of some 35 hectares/86 acres. A parking route, or P-route, has been introduced to pick up the traffic towards the city centre on the ring road and take it to a car park in the immediate proximity of the P-route, thus making Ghent both accessible and pleasant to live in.
Most hotels offer a private car park.

The ICC Congress Centre is within 15 minutes walking distance from the historical heart of Ghent and from most of the hotels.
Numerous local car companies can offer a shuttle service for the congress participants.
Also "De Lijn" - the public transport service - can provide extra buses.

For the hotels located just outside the city centre (if you are willing to count them in), there could be either an own shuttle service from the hotel or the provided congress shuttles.

CATERING

Gent Congres can introduce you to reliable and experienced caterers.
For side activities like the Get Together party, the Gala dinner, the reception at the town hall, etc., there is a wide range of original locations and excellent caterers. We would like to refer therefore to the Meeting & Incentive Guide in which pictures, technical fact sheets and descriptive texts give a clear overview.

PARTNER PROGRAMME

A tourist-cultural programme can be tailor made for the accompanying partners or as part of the congress programme.

Some suggestions:

[CLASSICAL GHENT]

09.00 Guided visit of the historical buildings and other places of interest in the centre of Ghent
10.30 Meeting at the Graslei and departure for a boat excursion through the historical centre
12.00 Lunch at a typical restaurant in the centre
13.30 In the afternoon you can choose between
Visit of the Saint-Peter's Abbey
Visit of the Stedelijk Museum voor Actuele Kunst (S.M.A.K.)
Visit of the Design Museum

[CREATIVE GHENT]

10.00 Visit of the Stedelijk Museum voor Actuele Kunst (S.M.A.K.) in the Citadelpark
12.00 Degustation of several sorts of Dutch jenever during a boat excursion towards the centre of Ghent
13.00 Lunch at the Boat Cafe
14.30 Mission Impossible
Discover the city in an active way
The group is divided in 4 groups and must visit 4 historical buildings. In each of the buildings a mystery or riddle must be solved.
17.30 The winning group of Mission Impossible gets its price and everyone gets a drink.
18.30 Dinner at the Pakhuis
21.30 Pub-crawl accompanied by the town crier

[ARTISTIC GHENT]

10.00 Welcome and breakfast at the Saint-Peter's Abbey
10.30 Guided visit of the Abbey
11.00 Guided visit of the historical centre of the city
12.00 Aperitif during a boat excursion through the historical heart of Ghent
12.45 Lunch at De Foyer and visit of the public theatre
14.30 Visit of the Huis van Alijn (museum) and a walk through one of the older areas of Ghent: Patershol. The walk finishes with a local drink.
17.30 Dinner at Café Théatre, part of the Opera.
20.00 Opera performance or musical performance at the Capitol

LOCAL GOVERNMENT

Gent Congres has close links with the local government both municipal and regional. Guidance and advice can be given to gain support from the government for the organisation of the congress.

A few examples of support that can be given:

- written welcoming by the Mayor in the official bid book, on the congress website, in announcements,…
- welcome reception at the Town Hall in the presence of the Mayor or the Alderman
- use of formal venues owned by the Ghent municipality (Laekenhalle, Castle of the Counts, St-Peter's Abbey, …) for side events during the congress period
- logistic support

CONGRESS ORGANISER

A Professional Conference Organiser (PCO) can take care of the organisation of your congress. A partnership with a local PCO has several advantages. The excellent contacts with the local service suppliers (hotels, congress venue, caterers, AV and IT suppliers,…) can lead to:

- a better price setting
- seamless organisation
- high quality due to experience
- more originality and creativity
- quick interference when necessary

Gent Congres can suggest two PCO's:

Since many years **Medicongress** organises medical and scientific congresses with success.
The "European Orthopaedic Surgery Congress" in 1999, the "World Congress of Deans and Rectors" in 1999, and the "European Conference on Optical Communication" in 1996 and 2001 are just a few examples of the more than 200 congresses they have been organising.
It is not whát Medicongress does, but hów they do it, which makes the difference.

Semico has been established in 1993 and organised many big international congresses. As Semico is a member of BAPCO and IAPCO, excellent quality in all aspects of the congress organisation with affordable prices is guaranteed.
The "8th International Conference on Contaminated Soil" and the annual European congress of the "Federation of Telecommunications Engineers of the European Community ", is being taken care of by Semico.

GENT CONGRES - WHAT WE CAN DO FOR YOU?

Gent Congres is the official convention bureau for Ghent and East Flanders.

Founded by the city of Ghent, the province of East Flanders, the Ghent division of the Ho.Re.Ca Federation and the University of Ghent, Gent Congres represents all parties involved with the organisation of all kinds of events in the city of Ghent as well as in the province of East Flanders.

We are granted authority by our partners and guarantee objective, neutral and free advise for your project.

WHAT WE CAN DO FOR YOU

- **Get to know our city**
  In order to convince you of Ghent as a congress destination, we would like to invite you to organise one of your board meetings in Ghent.
  We will take care of:
  ➔ meeting facilities, according to your wishes
  ➔ visit of the city, congress venue, hotels, according to your wishes
  ➔ lunch or dinner, and overnight stay(s).

- **Support from the city of Ghent**
  Through our excellent contacts we will make sure the local government supports your congress. This support could include:
  - Official welcoming in the city hall, by the Mayor or one of the Aldermen
  - Welcome word for printing and web-use by the Mayor of the city
  - Free brochures & maps for the participants
  - Access to historical building(s) for events during the congress (get together, congress dinner, faculty dinner, …)

- **Logistic advice & assistance**
  - <u>Find suitable service partners</u>
    We will help you find the best service suppliers in the region
    ➔ Support: audio visual, IT, staff, decoration, exhibition
    ➔ Wine & Dine: catering, restaurants & pubs
    ➔ Transportation: coaches, taxis & limousines, boats, carriages
    ➔ Other: gifts, regional specialities, souvenirs, shops

  - <u>Assistance for travel solutions</u>
    ➔ we will assist you to obtain special offers from large carriers such as SN Brussels Airlines, Thalys, Eurostar, …

  - <u>Creative ideas for social programmes</u>
    ➔ Partner programmes, pre- & post conference
    ➔ In all possible themes: cultural, historical, sportive, fun, culinary, …
    ➔ Original solutions based on our experiences and our ongoing search for novelties.

- **Promotional Support**

  The following free tools are at your disposal for printed materials (announcements, invitations, congress manual,…), website, presentations, promotion at other congresses:

  - o Digital Pictures
    - ➔ digital photo material of Ghent & East Flanders, all venues, hotels and other service suppliers
    - ➔ ready for print (300 dpi) or for IT use (75 dpi)
    - ➔ constantly renewed, now over 350 pictures and logos available

  - o Video

    Short and attractive presentation of Ghent as a destination for congresses, incentive trips, meetings, exhibitions, events and team building activities.
    - ➔ Duration: 3'45" , DVD, Mpeg or Betacam format

  - o Roll Up Stands
    - ➔ Light weight (6kg), easy to transport (100cm x 20cm x 20cm), easy to mount
    - ➔ Beautiful pictures, a few good reasons, and contact details
    - ➔ 200cm high, 80cm wide

  - o Brochures & Flyers
    - ➔ **Meeting & Incentive Guide Gent Congres**

      A practical working tool with the assets of Ghent as a congress town and a clear overview of all meeting, incentive, congress and event opportunities in Ghent and East-Flanders, presented by beautiful pictures, a short description and contact information.
      Available in English.

    - ➔ **Tourist Guide**

      A handy brochure for visiting the city of Ghent.
      Including pictures, maps, places of interest, museums, ways to discover and other useful information.
      Format A4, available in English, Dutch, French and German/Spanish/Japanese

  - o Maps of the city and the region
    - ➔ **City Map (printed version)**

      Map of the city centre of Ghent and immediate surroundings.
      Including: street name register, list and indications of all major places of interest, museums, historical buildings and hotels.
      Format A6 folded, 6 x A4 unfolded, multilingual (English, Dutch, French, German).

    - ➔ **City Map (digital version)**

      Map of the city centre of Ghent and immediate surroundings.
      Including: street names, and list and indications of all major hotels, venues and restaurants. Ready for print (300 dpi).

    - ➔ **Map of East Flanders**

      Overview of the whole province of East Flanders.
      Includes a general map and a tourist map indicating car-, bicycle- and walking routes as well as all major museums and castles.
      Format A6 folded, 4 x A4 unfolded, multilingual (English, Dutch, French, German).