

PRESS KIT



CITÉ | LYON CONVENTION CENTRE



Outdoor setup built for Peugeot in 2008 on the square in front of the Amphitheatre.

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OUR POSITIONING IN THE MICE MARKET

LYON CONVENTION CENTRE, THE KEY FIGURES OF OUR DEVELOPMENT



A high level of activity

With 4,000 events hosted since its opening - that is to say 1 event per day - the Lyon Convention Centre is performing well.

The Lyon Convention Centre's extension and the opening of the 3,000-seat Amphitheatre, three years ago, helped the management to precise the international positioning of the venue which was followed by a real balance on its markets.

The balance of the markets

At the same time, the sales strategy succeeded in keeping up with these transformations and in creating a real balance between the corporate (51% of the turnover) and the associative market (46% of the turnover)* by securing the customer portfolio and thereby guaranteeing regular activity from one year to the next.

* 3% of the turnover is represented by performances

The seasonal pricing policy during periods of low activity has also contributed to this development process. Product marketing, with tailor-made offers, together with the services offered by the GL events group, have also helped to consolidate this balance between the different markets.

The figures in 2008

- ▶ 360 events hosted, out of them 34 congresses, 50 conventions and product launches, 33 exhibitions and trade fairs
- ▶ Over 500,000 participants
- ▶ Over 2,4 million sqm rented
- ▶ The average turnover per event: + 38% in 2 years
- ▶ The total business turnover for 2008: over €19 million

A few major events recently hosted at our venue

- Peugeot Convention - 1,000 participants
- EBMT (European Congress on Blood and Marrow Transplantation) - 3,600 participants
- Annual Convention of the American Society of Travel Agents - 1,000 participants
- Congress of the French Association of Nurses specialised in Dialysis, Transplantation and Nephrology - 1,000 participants
- General Medicine Congress - 1,000 participants
- Biovision (World Life Sciences Forum) - 2,000 participants
- ICT (European research event for information and communication technologies) - 3,000 participants
- EUROECHO (European Society of Cardiology) - 2,500 participants
- The Social Weeks - 2,800 participants
- EACR (The Meeting of the European Cancer Organisation) - 1,000 participants
- "Bocuse d'Or" Gala Evening - 1,700 participants
- World Pastry Cup Gala Evening - 1,700 participants

OUR POSITIONING IN THE MICE MARKET

THE LYON CONVENTION CENTRE IS PART OF THE GL EVENTS GROUP: a 31 venues network all over the world



Turnkey offer

GL events is an integrated group offering a complete range of event industry solutions divided into three major segments: venue management, event organisation and integrated services for trade fairs, conventions and events.

Present on five continents, GL events has more than 3,000 employees with sales of €606 million in 2008.

The Lyon Convention Centre benefits from this network because of the group's large offer of services and because of the presence of PCO companies such as Kobé, Market Place, Package Organisation, Performance Organisation, Fagga Eventos (Rio de Janeiro) et Esprit Public (communication agency).

GL events operates in the three major segments of the event industry market:

- ▶ Trade fairs and exhibitions for professionals and the general public
- ▶ Congresses and conventions
- ▶ Cultural, sports and political events

GL events has accordingly adopted an organisation comprising three core business divisions:

- ▶ **Event organisation:** with a proprietary portfolio nearly 200 major B-to-C and B-to-B trade fairs, GL events is pursuing its development through its unique business model: organising events, hosting events in its network of venues under management and providing a range of services to participants.

- ▶ **Venue Management:** 31 venues under management in France and in other countries (convention centres, exhibition parks, concert halls and multi-purpose facilities).

- ▶ **Event Services** propose more than 35 areas of expertise through a network of more than 80 offices in France and throughout the world. The extensive range skills of the men and women of GL events makes it possible to provide comprehensive solutions to cover every aspect of a project from design to completion (fixtures, structures, lighting, general installation, stands, signage, furniture, decoration, audiovisual equipment, IT management, hospitality services, floral decoration, catering, etc.)

The Lyon Convention Centre is located on an all-in-one site

The Cité internationale, in the midst of an environment of great natural beauty and built under the sign of sustainable development has become an exemplary quarter, where economy, culture and leisure activities mingle. On this site where everything has been totally integrated, the Convention Centre has become a top-class event complex.

The Cité internationale represents the achievement of one of the most ambitious projects of Lyon. The quality of the architecture and of public areas is essential. The search for quality is expressed by **the choice of one of the most famous contemporary architect, Renzo Piano, and the landscaper Michel Corajoud**

In harmony with its natural environment, the buildings of the Cité internationale have taken shape between the Tête d'Or Park and the Rhône. **The river-park relationship gives the project "its full poetic dimension, as well as its true identity."**

Light, transparent pavilions, inspired by the glass compositions of the 19th century, act as signposts for visitors, accompanying them from the public square in the northern part of the site (where the Amphitheatre and the Concorde hotel are located) to the «historical part» of the Convention Centre (built in 1995), from the Hilton hotel and its casino to the Museum of Contemporary Art and the cinemas until the residential area with its public garden in the southern part.

In 2007, the entire Cité internationale was finished, 23 years after a design competition chose Renzo Piano as its architect, 14 years after the first ground was broken (1993) and over four different municipal terms of office. All things considered, this is a normal amount of time for creating a new district in the city of Lyon spanning an area of 190,000 m².

From its design to its construction, the Cité internationale has been conceived from a sustainable development perspective

The focus has been on renewable energies and technical progress dedicated to the construction and maintenance of the relevant buildings.

The pavilions have a "double skin" that makes a 25% energy saving: the outer terracotta façades are doubled with a second façade or glass skin composed of horizontal clapboards. These articulated elements, linked by a system of racks, ventilate the layer of air between the two skins. They open automatically and are controlled by temperature sensors. It is an intelligent bio-climatic control system on the façade.

Car park levels and exhibition areas are built under the Cité internationale's buildings. 19 meters underground, the construction is subjected to specific constraints, namely in terms of ground water infiltration.

To make this difficulty an asset and use a renewable and non-polluting source of energy, a system supplied by a heat and cold pump has been set up.

Instead of being evacuated, the infiltration water that is permanently pumped is used as a heat conductor to ensure thermal exchange with liquid coolers working as water/water heat pumps. This water contributes to providing 70% of the heating of the building's air-conditioning.

not forgetting:

- ▶ ISO 14001 certified open spaces
- ▶ Photovoltaic panels on the Amphitheatre's roof
- ▶ The C1 trolleybus connecting the Part-Dieu railway station with the Convention Center in 12 minutes is an innovative new-generation, silent and non-polluting articulated trolleybus
- ▶ 6 Vélo'v stations (rent a bike) also contribute to the non polluting travel models

The services at the heart of the Cité internationale

- 500 hotel rooms: 2 4* hotels, a 3* apartment hotel
- Several cultural & leisure activities: museum, casino, cinemas...
- Over 100 high profile companies
- A residential area
- Shops
- 3 underground car parks (3,350 spaces)
- Restaurants
- Concierge service / business centre
- World Trade Center

CITÉ INTERNATIONALE DE LYON

BETWEEN THE TÊTE D'OR PARK AND THE RIVER RHÔNE



OUR POSITIONING IN THE MICE MARKET

ONLYLYON, THE STRATEGY THAT MAKES OUT OF LYON AN OUTSTANDING INTERNATIONAL DESTINATION

On an international level, Lyon entered the World Top 30 of the international major cities on the MICE market and figures in the European top twenty.

Lyon owes its performance to its strong culture of “working together” of its different economic partners whose goal is to develop the city’s economy and its international competitiveness.

12 economic partners of the Lyon metropolitan area, including the Lyon Convention Centre, have decided to adopt a new international signature for Lyon, the symbol of its European-scale ambitions and its readiness to tackle the new economic stakes of tomorrow. Business tourism is considered as one of those.

Signing for success:

- ▶ **5 clusters** including 2 international ones (Biopole et Axelera)
- ▶ A position as leader for business creation
- ▶ A volume of investment in business property totalling over M€ 600
- ▶ The 2nd university and research centre in France
- ▶ World-class leaders in industry (Meril N°1 for vaccines, Sanofi N°1 for diagnostics, etc.)

Standing out to be competitive

ONLY LYON: the new international signature of the Lyon metropolis gives expression to the city’s ambition “to be recognised over the long term as one of the most active and attractive metropolises in Europe”.

In concrete terms, this means homogenising communication work, especially during major events such as the MIPIM (international market for real estate professionals) in Cannes, Biovision (World Life Sciences Forum) and EuropAsia (both in Lyon), BIO (Boston), IMEX (Frankfurt), POLLUTEC (Lyon), SIRHA(Lyon) etc.

Developing a strategy built around 6 levers including business tourism

ONLYLYON is a strategy which seeks to make the Lyon area into a European economic flagship, by capitalising on its **leadership in the sectors of health, environmental chemical industry, urban transports, technical textiles and digital leisure activities**, as well as on its historical advantages (tourism, history, gastronomy, architectural heritage, etc).

This strategy relies on the main levers that make Lyon an attractive proposition:

- ▶ Become a biopole and setting up international clusters
- ▶ Drive Lyon University into the European top 30
- ▶ Pursue the urban ambition (with figurehead projects that encourage new companies to set up in the area and that assert Lyon’s position as a crossroads, with the development of its major infrastructures)
- ▶ Attract and keep economic opinion leaders
- ▶ Strengthen its financial and tertiary system to make it into a world-class centre
- ▶ Develop its potential for tourism by improving the quality of its facilities for tourists, its hotels and its system for organising conventions and major international events

The new partnership agreement signed between the Lyon Convention Centre and the Lyon University, which aims at facilitating the organisation of scientific congresses, fully belongs to this approach.

OUR POSITIONING IN THE MICE MARKET

THE SYNERGY WITH LYON TOURISM & CONVENTIONS

Why is Lyon a fine destination for business tourism

Less than 2 hours by TGV from Paris, Lyon offers excellent hotel facilities: 15,000 rooms and residential hotels are available (of which over 4,500 are in 3* and 4* hotels).

Since the town centre became **part of UNESCO World Heritage**, Lyon has done an about turn expressed in concrete terms today by a high increase in the number of tourists visiting the city.

Lyon, already recognised as **a leading world gastronomy centre**, is now famous for the quality of its lifestyle. Visitors are attracted by it as a "human-sized town with as much enjoyment on offer as a large metropolis."

City of culture, Lyon will host next Summer «les Nuits de Fourvière» (festival organised in the gallo-roman amphitheatre), the Biennial Festival of Contemporary Art (starting in September) and the Festival of Lights in December (several million of visitors are expected during 4 days).

Leading destination for business tourism, Lyon is now definitely becoming a top-ranking European destination for urban tourism, following in the footsteps of Amsterdam, Berlin and Prague. This trend is underlined by **the airport's development, the opening of new routes and hubs**.

With over 7 million passengers per year, the Lyon-Saint Exupéry Airport plays an important role in the city's economy. It underwent heavy construction development in

2007, with no less than the opening of 15 new routes, amongst which is the launch of a regular Lyon to Moscow flight, the opening last year of the Easyjet's 2nd French hub (after Paris) and the launching of a Lyon-New York transatlantic flight.



The Biennial Dance Festival in 2008..

A Business Hub is also being built in the heart of the airport grounds: it will open by the end of 2009. The Business Hub will welcome on its 23 000 m², a 4* NH Hoteles (Spanish Hotel Group), 9 000 m² office space and a 7-storey car park.

The "Large Events Programme" boosts congresses and exhibitions

An inventive programme, called "**Large Events**", supports the MICE activity of the city. Lyon Tourism & Conventions, Lyon Convention Centre and Eurexpo set up this programme, which aims at international events of over 1,000 participants, in 2004.

The three partners take part together at the main European MICE exhibitions: EIBTM (Barcelona) and IMEX (Frankfurt) with an ONLYLYON stand.

This programme has enabled Lyon to strengthen its position in Europe as a host town for conferences, proved by the increase in convention attendance days in Greater Lyon.

Lyon has thus achieved unprecedented growth in business tourism but it seems that it does not want to rest on its laurels: **in 2009, several large events take place at the Lyon Convention Centre**: Pneumology Congress, Biovision (World Life Sciences Forum), Glassman trade fair (glass industry), Entrepreneurs trade fair, Hydro (congress about hydro-electricity)...

LYON CONVENTION CENTRE: OUR FACILITIES

THE MAIN ASSETS

congresses | conventions | product launches | trade fairs exhibitions | seminars | meetings | conferences | gala evenings | performances



▶ Immersed in natural surroundings, between the Tête d'Or Park, 25 minutes from Lyon-Saint Exupéry airport and 10 minutes from Part-Dieu TGV station, the Convention Centre is located in the Cité internationale, a new district designed by the famous Italian architect Renzo Piano

▶ On site, everything has been thought to ensure the quality of the events and the well-being of the delegates: 3,350 parking spaces, 500 rooms (1,000 in the area), shops, restaurants, cinemas, museum, casino...

▶ **With the completion of the extension works in June 2006**, the Lyon Convention Centre increased its surface area from 8,170m² to 25 000m² and its capacity from 6,500 to 19,000 delegates. By tripling its capacity, **it became one of Europe's largest event complexes.**

▶ A team of 50 professionals and suitable facilities for all kind of events and their organisation contribute to the quality of any project:

▶ **3 amphitheatres** with 300, 900 and 3,000 seats, designed for plenary meetings

▶ **1 overall exhibition area** of 8,400 m² on a single level: a Forum of 3,000 m² and a Grand Forum of 5,400 m²

▶ **26 fully fitted committee rooms**, 10 of which communicate with the Amphitheatre and the Grand Forum

▶ **3 reception areas** of 850 m², 1,862 m² and of 300 m²

▶ **A modern building equipped with a state-of-the art technology**

All of these facilities benefit from daylight, a fibre-optic network to transport video information, sound, light, telephony, IT and provide WIFI.

For an exhaustive presentation of Lyon Convention Centre, our products and facilities, please refer to our brochure and our web site.

Among our events in 2009 of 1,000 to 4,500 participants

- ▶ Pneumology Congress: 16th - 19th January
- ▶ Wedding trade fair: 23rd - 25th January
- ▶ World Pastry Cup: 26th - 27th January
- ▶ "Bocuse d'Or" Gala Evening: 28th - 29th January
- ▶ Cartoon Movie exhibition: 4th - 6th March
- ▶ Biovision, World Life Sciences Forum: 8th - 11th March
- ▶ Convention Century 21: 22nd - 24th March
- ▶ Glassman trade fair: 11th - 15th May
- ◆ Irina Kolesnikova in Ludwig Minkus's Ballet: «La Bayadère»: 26th May
- ▶ Dominante's Hip Hop Concert Symphony : 9th June
- ▶ National Infectiology Days: 10th - 12th June
- ▶ Entrepreneurs trade fair": 17th - 18th June
- ◆ Roberto Alagna's Concert: 1st July
- ▶ Conference of the European Churches: 15th - 20th July
- ▶ Partylite Convention: 17th - 23rd August
- ▶ Salon des CE de Lyon (Works Council exhibition): 9th - 10th September
- ▶ Congress of the French Gas Association/Expogaz exhibition: 15th - 17th September
- ▶ European Technical Association for Power and Heat Generation du 22 au 25 septembre
- ▶ Patrimonia Convention, 1st - 2nd October
- ◆ Diana Krall's Concert: 2nd October
- ▶ Job Rencontres (Job Meetings): 14th October
- ▶ Hydro: 26th - 28th October (congress on hydro electricity)
- ▶ Patricia Kaas Concert: 12th November

- ▶ Congress of the French Society of Senology & Mammary Pathology: 10th - 13th November
- ◆ Symphonic Mania Concert: 15th November
- ▶ Congress of the European Society for Sexual Medicine: 15th - 18th November
- ◆ Harlem Gospel Singers: 10th December
- ◆ Musical Pinocchio: 5th - 6th & 12th - 13th December
- ◆ Laurent Gerra's one man show: 11th December

Main congresses won for 2010 - 2013

- ▶ Journées de Neurologie de Langue Française en avril 2010
- ▶ GIPHAR (Congrès de la Coopérative des Pharmaciens) en septembre 2010
- ▶ World Congress on Emulsions in October 2010
- ▶ European Symposium on Clinical Pharmacy in October 2010
- ▶ International Tunnellers Congress in October 2011
- ▶ CAPEB (Craft Industry & Building Trade Confederation) in April 2011
- ▶ SFHH - Congress of the French Society for Hospital Hygiene in June 2011
- ▶ International Congress of Dento Faciale Orthopedics in June 2011
- ▶ International Conference on Magnetic Resonance in Biological System in August 2012
- ▶ World Wide Web Congress in April 2012
- ▶ ECTRIMS - European Congress on Multiple Sclerosis in October 2012
- ▶ EANM - Congress of the European Society of Nuclear Medicine in October 2013

LYON CONVENTION CENTRE | THE AMPHITHEATRE

CONCEPT & HISTORY OF A MAJOR PROJECT



With the construction of the Amphitheatre, Lyon rivals Europe's largest convention cities

The G7 Summit in 1996 was the first indication of a real necessity to extend the existing Convention Centre : a temporary structure had to be built to host this major event on the site of the Cité internationale! The successful holding of the G7 was followed by a series of major events at the Lyon Convention Centre: UNCTAD, the United Nations conference on trade and development, MONDIAL VET, the world veterinary convention , UNFCCC, the United Nations framework conference on climate change, Biovision , to name but a few...

This intense event activity at the highest level has helped to confirm Lyon as a leading business tourism destination and convinced the City of Lyon to launch study contracts for the **extension of the convention facilities** on the site of the Cité internationale.

In April 2000, **Renzo Piano** was the winner.

A venue to cost the local authorities €151m with the goal to rival Europe's largest convention cities such as Berlin, Glasgow and Barcelona.

Gerard Collomb, Mayor of Lyon, decided in 2001 to continue and finish the work initiated by his predecessors, developing also the cultural function of the Amphitheatre.

One of the main characteristics of the Amphitheatre is for it to be part of an arrangement, and not to be an isolated facility.

The Amphitheatre marks the entrance of a large metropolis onto the world stage and becomes the Cité internationale's emblem.

The new venue, inspired by the Gallo-Roman amphitheatres, has the shape of a hemicycle that opens onto its stage area and access passages.

There is no partitioning between the different parts (hall, stage, access passages, etc.), and the idea is for it to be more like a stadium, or even a circus, than an Italian-style theatre. Priority has been given to conviviality and movement.

A convention hall, theatre, sports hall and stadium all in one: out of these reasons the new Amphitheatre is unique in its kind in Europe. Priority has been given to conviviality and movement.

WHY IS IT ORIGINAL

Capacity

The Amphitheatre, designed to make it easier to **alternate professional and cultural events**, can be configured in a large number of **configurations : from 900 to 3000 seats**. It is not just another large hall among all the large convention and conference halls all over the world, but a remarkable venue on a par with the great innovative halls such as the Philharmonic in Berlin, Madison Square Garden and the POPB (the multipurpose sports center in Paris Bercy)...

Originality

The Amphitheatre is able to function on its own, and even at lower capacity, but also as part of a general arrangement including the public square. The rear of the Amphitheatre stage opens onto the public square, thereby permitting a large number of exterior/interior configurations. The stage equipment is useable for outdoor events, and it will be possible to build a large stage for shows to an audience situated on the square. One of the main characteristics of the amphitheatre is for it to be part of an arrangement, and not to be an isolated facility.

Several facilities oriented towards this large public square bustling with life will create a real synergy with the Convention Centre and its Amphitheatre - among them: L'Hôtel de la Cité"

(Concorde, Louvre Hôtels Group) of 169 rooms, a 3-star hotel residence of 100 apartments, restaurants and shops.

Materials

The Amphitheatre has been treated as a semi-conical object, covered in aluminium tiles. Particular attention has been paid to the use of the tiles and the lighting of the whole, to make the building stand out at the entrance of the city. The lateral sections of the Amphitheatre remind of the architectural design of the Cité, with façades clad with terracotta shingles on three sides and on the Rhône and Park sides the double skin-type glazed façades with ties characteristic of the Cité internationale. The ground floors are extensively glazed.



The lake under the Amphitheatre

A raised lake contributes to this image of a continuation of the park, but in addition it highlights the effect of the surface of the Amphitheatre in a host of reflections. The embankment forming the height difference has been planted with different varieties of willows. Colour is added to the edge of the lake through the use of water plants of various sizes.

The tiered seating area forms a natural curve in the shape of a shell. The Amphitheatre has 6 sets of external folding stairs, extended only when the hall is open to the public. They lead down to lakeside level.

LYON CONVENTION CENTRE

BEST OF PICTURES ON CD-ROM



The Amphitheatre: Partylite Convention - 2008 © Pascal Muradian



Forums: ERA Convention, gala evening - 2008 © Nicolas Robin



Dance Biennial Festival - 2008 © S.Rambaud



Antoine Perragin, managing director of the Lyon Convention Centre



The Amphitheatre © Pierre Clémenton



Forums: Peugeot Convention - 2008 © Nicolas Robin



Bartholdi's fountain © Jacques Léone



Mireille Bonardi, director of sales of the Lyon Convention Centre



Panoramic view of the Cité internationale - © Nicolas Robin



Pasteur Auditorium: Patrimonia - 2007 © Nicolas Robin



Festival of Lights in 2007 : Place Bellecour © Muriel Chaulet

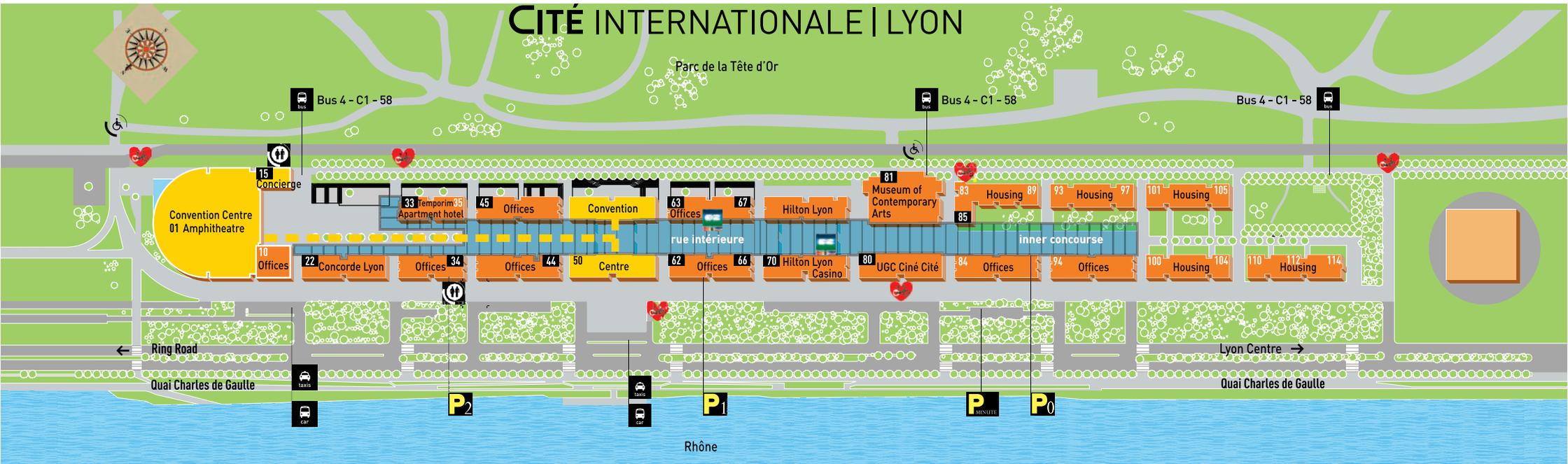
See also the photolibary on our web site

 LYON CONVENTION CENTRE | MEDIA CONTACT

Lucie Kaderabek, ELKA communication | Tel. +33 (0)4 78 66 07 02 | e-mail : kaderabek@neuf.fr
23, rue Hector Berlioz | 69410 Champagne au Mont d'Or | France



CITÉ INTERNATIONALE DE LYON
BLOCK PLAN



RESTAURANTS

- 22 La Scène | Concorde
- 33 33 Cité
- 34 Le Plaisir Gourmand
- 44 Caffé Milano

RESTAURANTS

- 44 Absolutly Lounge
- 45 Suelta Verde
- 62 Brasserie de la Cité
- 66 La Cafette
- 70 Brasserie du Hilton

RESTAURANTS

- 70 Blue Elephant | Hilton
- 70 Vallée des Rois | Casino Le Pharaon
- 80 Bert's Café Contemporain | UGC
- 81 Café du Musée
- 85 Class' Croûte

SERVICES

- 15 Conciergerie de la Cité | Concierge Services
- 63 Pain de la Cité | Bakery
- 70 Civette du Pharaon | Tobacconist's
- 81 Boutique du Musée
- 81 Presse | Newspapers
- 84 Jack Holt | Hairdresser

SERVICES

- P Parking
- Bus access
- Taxi
- 63 70 DAB | ATM
- 15 34 Toilettes
- Disabled access
- Vélo'v | rent a bike

Les numéros dans le plan correspondent aux adresses postales.
The numbers in the plan correspond to the address of the restaurants & services.



CITÉ
CENTRE DE CONGRÈS
LYON

Cité internationale
50, Quai Charles de Gaulle
69463 Lyon cedex 06 - France

Tél. +33 (0)4 72 82 26 26
Fax +33 (0)4 72 82 27 15
info@ccc-lyon.com

www.ccc-lyon.com

