

STRASBOURG ÉVÉNEMENTS



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EVENTS NEWSLETTER

editorial

“ Autumn 2011 has found Strasbourg steadfastly focusing its development on a broad European vision, in order to strengthen its status as a European capital and a Rhineland metropolis.



The vast urban-planning project called “Wacken-Europe” is emerging gradually and will, within twenty years, supply the northern edge of the metropolitan area with a vast array of offices, technological development zones, housing units and additional surface area for the expansion of the European institutions. It will also host the renovated and extended Convention Centre as well as the Exhibition Park that will be attached to it. This will form a meeting centre with a total surface area of almost 150,000 sq. metres making our city an exceptional destination. At the same time, several hotel projects will see the light of day, including a 5-star hotel of the Marriott chain. Further south, the new east-west urban boulevard is taking shape and will (finally) lead to the Rhine and Germany in an urban context worthy of the destination.

This attractive image is taking concrete form at the end of this year, through an especially busy events line-up: after the European Fair and its 200,000 visitors, we hosted the 23rd National meeting of Public Transportation, the SAP Users Convention, the National Education Psychologists' Convention, and more.

All this illustrates the diversity, vitality, openness and reputation of our city, to which the University of Strasbourg contributes in a spectacular way: it has just been honoured with another Nobel Prize, awarded to Pr. Jules Hoffmann, a biologist.

Thus, Strasbourg has confirmed its rank as a first-rate European destination. So now let's meet and get to work together on preparing your next event in Strasbourg. ”

Alain WEBER,
Chairman
Strasbourg événements



THE CONVENTION CENTRE

A full house!

This past quarter, some great events have been held:

- THE 12TH METHODS & APPLICATIONS OF FLUORESCENCE CONGRESS

September 11-14, 2011

400 participants and global specialists in the field of fluorescence from over 40 countries.

- THE NATIONAL EDUCATION PSYCHOLOGISTS' CONVENTION

September 28 - October 1, 2011

800 participants, 6 large plenary meetings, 25 simultaneous conferences to address the theme of childhood and the transmission of knowledge.

- THE FRENCH SAP USERS CONVENTION

October 3-6, 2011

1,000 participants, 70 roundtables. 2011 theme : Predicting and dealing with the risks for your company - what role should your IT Department play?

- THE SLEEP CONVENTION

November 24-26, 2011

Organised by the French Society for Sleep Research and Medicine and the Francophone Society of Pneumology (Sleep Group) - 1,800 participants, 4 plenary conferences, 12 symposia, 10 workshops, the Conference of the French Society of Sleep Technologists (SFTS) and a *Sleep Village* with 60 exhibitors.

- AND TEXWORK, THE INTERNATIONAL FAIR OF TECHNICAL TEXTILE PRODUCTION PROFESSIONALS

November 30

December 2, 2011

This event at the Exhibition Park drew some 1,500 participants and 50 exhibitors (manufacturers of welding, eyelet-fixing, cutting and sewing machines, fabric stretching systems, printing systems and more). It was formerly known as *Expo-Bâche* and is held in Strasbourg every 3 years.

STRASBOURG LOCAL AUTHORITIES RENEW THEIR TRUST IN STRASBOURG ÉVÉNEMENTS :

The delegation of public service for the management of the Convention Centre & the Exhibition Park 2012-2016 has been confirmed on November 21.

A GREAT EXPERTISE TO SERVE YOUR EVENTS!



focus

23rd National Meeting OF PUBLIC TRANSPORTATION

October 12-14, 2011 / Exhibition Park / In the presence of Mr. Thierry Mariani, Transportation Minister for the Ecology, Sustainable Development, Transportation and Housing Ministry.

3 days / 5,000 participants - elected officials, transportation managers in local governments, network operators, manufacturers, business leaders, subcontractors and researchers / 11 roundtables / 40 speakers and 151 exhibitors.



Where better than Strasbourg, a pioneer when it comes to green mobility, to host, at the Exhibition Park, this national event organised by the GART (Group of Transportation Authorities) and the UTP (Union of Public Transportation and Railways)?

With its innovative public transportation policy, Strasbourg has set itself apart from the rest for intermodal transportation: its town centre has been pedestrianised since 1980, it has the biggest tramway network in France, 536 km of bike paths, the *Vélib* self-service bicycle system, and a car-sharing system.

Strasbourg is reaping the benefits of its ambitious policy, becoming the only French metropolitan area (outside of Paris) with a proportion of car use as a mode of transport below 50%.

During the convention, Strasbourg's public transit stakeholders were spotlighted: the Bas-Rhin County Council and the operators of Network 67 received the **Challenge Prize for Best Network Information**, and then the Urban Community of Strasbourg and the Strasbourg Transport Company were awarded a **Special Prize** for their "solidarity pricing" policy.

This major event mobilised 13,000 sq. metres of exhibition space in Halls 20 & 21, and a food court and conference area were set up in Pavilion K. The Stand Design Studio of Strasbourg événements designed major stands (including GIE Objectif Transport Public's stand - the organiser - and the Alsace Region's stand), as well as the Bar and Reception areas.



HEADING FOR 2012!

CONVENTIONS...

EUROPEAN MATERIALS RESEARCH SOCIETY CONFERENCE

May 14-18, 2012

Strasbourg and this event go way back! This conference, supported by Professor Siffert, was first held in 1983, when it was divided up between the Council of Europe and the Josephine Pavilion (Orangerie Park). This 30th expanded version of the conference should draw some 2,500 participants. It will once more be held at the Convention Centre, but also at the Exhibition Park, where Hall 21 will be used exclusively for food service.

11TH CONVENTION OF THE EUROPEAN ACADEMY OF PAEDIATRIC DENTISTRY

May 24-27, 2012

In parallel, the 42nd International Convention of the French Paediatric Odontology Society will be held. These 2 events will attract 900 delegates for 3 days at the Convention Centre.

THE CONVENTION OF THE FSCEF FEDERATION

July 4-6, 2012

The French Fairs, Conventions and Events convention, featuring the theme "New Customers: New Services", will be held at the Convention Centre, 300 participants - A key event for event-organising players and businesses.

TRADE FAIRS...

THE PREVENTICA FAIR

May 30-31, 2012 - Exhibition Park

The fair on risk management and quality of life in the workplace, is back in Strasbourg (last edition: 2007). 6,000 visitors and 350 exhibitors in an exhibition surface area covering some 14,000 sq. Metres.

NEW! AQUIBAT GREATER EASTERN FRANCE

A trade fair for Professionals in Construction, Public Works, New Energies and the Environment.

June 6-8, 2012 - Exhibition Park

Initially from Bordeaux, Aquibat is now a benchmark trade fair in France and internationally; a genuine showcase for the construction industry. After launching Batimed, the version for the south of France, in Marseille in 2009, Aquibat chose Strasbourg for its first time in greater eastern France.

NEW! THE WORLD CHOCOLATE FAIR

November 23-25, 2012

The World Chocolate Fair is coming to Strasbourg, capital of Europe as a preview event of the Christmas Market.

Rediscover: The *Eurodistrict-Alsatian Sweets & Chocolate Route*, created in 2007.

NEW! THE COOK SHOW

March 17-19, 2012 - Exhibition Park

Strasbourg événements is creating, in parallel with the Égast trade fair, this event for the general public, dedicated to gastronomy, tableware and decoration.

THE 14TH ÉGAST FAIR!

March 18-21, 2012, Exhibition Park

The trade fair on equipment, gastronomy, the agrifood business, services and tourism, is poised for success with nearly 250 exhibitors registered. Major change for 2012 : a new segmentation of the trade fair (hotel business, wellbeing and interior decorating) and an "E-nnovation" space.

THE 80TH EUROPEAN FAIR

September 7-17, 2012 - Exhibition Park

welcomes Japan! The 2011 event attracted 200,000 visitors and 1,100 exhibitors on the theme of Spain!

STRASBOURG NEWS...



5 STARS!

With 8,000 hotel rooms already, Strasbourg is betting on the future and assertively developing its hotel accommodations even more:

Renaissance, a **Marriott** brand, will open in 2014 in the city centre of Strasbourg, giving the European capital an international brand name with 5 stars.

A 30-million-euro investment is going into the project - the hotel will offer 105 rooms, a bar, restaurant and spa in the prestigious setting of 18th century buildings, right in the centre of town and just a 5 minute tramway ride away from the Convention Centre. The opening of this hotel will coincide with the renovation and extension of the Convention Centre - to be completed in late 2014.

3 other hotel projects:

- The IRCAD, the **Institute for Research into Cancer of the Digestive System** and its founder, Professor Jacques Marescaux, have launched the conversion of the National Stud Farm of Strasbourg. This historic site will host: a **bio cluster** (for medical-surgical companies), a **3-star restaurant** managed by Marc Haerberlin, the starred chef of the Auberge de l'III (Illhaeusern) and a **4-star hotel with 55 rooms** dedicated to accommodating foreign industrial entrepreneurs, physicians and surgeons in training at the institute. The hotel will also be open to the general public.
- **Holiday Inn Express** - 3 stars - 187 rooms
- **The Bouclier d'Or Petite France Hotel** - 4 stars - featuring 22 rooms and suites, "Le Meyerhof@" Bar, "L'écrin du bien-être" Spa and a seminar space.



ANOTHER NOBEL PRIZE IN STRASBOURG

Already the winner of the CNRS 2011 Gold Medal, **Pr. Jules Hoffmann**, a researcher at the **Molecular and Cellular Biology Institute of Strasbourg**, a pioneer in the study of immunity in insects, won the Nobel Prize in Medicine 2011 with his colleagues, the American Bruce Beutler and the Canadian Ralph Steinman, for their work on the innate immune system (discovery of proteins that activate the immune defence). The fields of application are huge, especially in terms of the development of vaccine adjuvants, anti-inflammatories and immunotherapy.

STRASBOURG: A "WORLD CITY"

On October 2, 2011, the International Day of Non-violence and the national holiday in India, Strasbourg had the honour of unveiling a statue of **Mahatma Gandhi** (the first monument in France dedicated to him) presented to the City by the Indian government. This statue will be the first feature on a **Human Rights Trail**.



This initiative paves the way for the **World Democracy Forum of Strasbourg in 2012**. For one week, political science schools, national and European MPs and government officials, local elected officials and academics will participate in encounters between the stakeholders of public life from every continent.

On the programme: the creation of a centre of excellence for democracy, conferences and workshops on "Democracy in the 21st Century" and events for the general public, such as a youth parliament, an NGO fair, a film festival, literary prizes and more.

Strasbourg événements wishes you
a joyful Holiday Season & a prosperous New Year!

CONVENTIONS, FAIRS AND SHOWS - The full agenda at www.strasbourg-events.com

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