



Bidbook Ghent 2014

Gent ICC | Van Rysselbergheplein 2, Bus 1 – Citadelpark – 9000 Gent | T +32 (0)9-242 89 45 – F +32 (0)9-242 89 01 | www.iccghent.com





“We Care”

Dear Sir/Madam,

I am proud to present you our vibrant city of Ghent and its congress center, Ghent ICC.

On the basis of this brochure, I would like to guide you through all the unique facets Ghent offers you. Furthermore I wish to invite you to organize your future congress in Ghent ICC.

Ghent ICC strives for hospitality in its broadest sense. On the day of the arrival, our team already took care of the room setup for example. Beside it, during your presence our care manager is permanent available in case of difficulties.

Please run through the brochure steady on and discover our offer with all of its details. For further information or an offer without engagement, please do not hesitate to contact me. It would be al pleasure to help you.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'E. Aernout', is positioned below the text 'Yours sincerely,'.

I Care

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1



Ghent, medieval Manhattan

A. Good reasons to come to Ghent

- In 2011 Ghent has held seventh place on the Must-See list in **Lonely Planet's** "Best in Travel"
- In 2008 **National Geographic Traveller Magazine** ranked Ghent as the third most authentic destination in a list of 109 nominees.
- Ghent scored 64.41 % on the **Creative City Index**, which reflects a city's creative heartbeat. In fact the city obtained the highest score of all the cities that had been analysed hitherto.
- The knowledge concentrated in the city's university and colleges and the inhabitants' passion for culture and music come together to create an extremely propitious climate **exceptionally suited for your next event.**
- And above all: The people of Ghent are known to guarantee a **warm and pleasant welcome.**

B. Medieval Manhattan

It can't be a 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 historical 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.



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Ghent, assets as a congress town

A. Centrally located & easy accessible

Ghent is centrally located in Flanders–Belgium:

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

B. 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

C. Hospitality and good living

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

D. 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, Florales (International Flower Show)
- Adoration of the Mystic Lamb (Van Eyck), SMAK



E. In the center 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

F. University town

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

G. 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



"Ghent is a pocket sized metropolis."

Charles Landry | Creative City Index

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Gent ICC, International Convention Center

The International Convention Center 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 attendants.

It is ideally located in the **green lung** of Ghent, more specifically in the Citadel Park. It is the biggest public park in the city.

“We want to thank you warmly for your essential contribution to this event and we look forward to cooperate in the future.”

Symposium ‘Elderly in motion’

Prof. Dr. Nele Van Den Noortgate | University Hospital Ghent

“Both the preparation and support during the conference, we have experienced as very pleasant and efficient.”

Congress Belgian Hematological Society
Pepijn Klerkx | Project Manager Congress Care

A. 3- Chair concept

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

- **The main congress hall**
 - This large hall for plenary sessions has 944 comfortable seats
- **The break-out rooms/meeting rooms**
 - There are 11 break-out rooms, for groups of 10 to 400 people (total capacity 1.500 persons), some of them with daylight
- **The banquet room**
 - The banquet room seats up to 1.000 people, with excellent catering facilities.

B. Catering rooms

Ghent ICC has several catering rooms at its disposal on every floor:

- **Ground floor**
 - Artevelde Forum: 1600 m²
 - Pedro De Gante Hall : 1600 m²
 - Casino Room: 1226 m² (2 fixed bars)
- **First floor**
 - Square Georges Minne: 625 m²
 - Banquet Room: 990 m² (fixed bar)
- **Second floor**
 - Foyer 2nd floor: 410 m²

C. Exhibiton areas

In addition, the following exhibition areas are available:

- **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: 1.600 m²
 - In combination with the Artevelde Forum 3.200 m² of exhibition area.
- **Square Georges Minne**
 - Central area between the congress hall, the break-out rooms and the banquet room.
 - Surface: 625 m²
 - Full daylight, beautiful view on the park

D. Green Key

In **2013 and 2014** Gent ICC received the Green Key. This is an international quality label in recognition of the extra effort the company provides in the sphere of environment. Gent ICC is a **green company** that knows how to manage the environment carefully.

A number of concrete actions to be taken:

- Use of low energy lamps
- Purchase of green energy
- Selection of Waste
- Use of recycled paper for all internal and external printed matter
- Switching off lights and heating in unused rooms
- Advice from an external company for energy audit
- Advice to organizers toward environmentally friendly solutions
- Encourage visitors to use public transport



E. Advantages

- Easy accessible:
 - Walking distance from city centre hotels / historical city (+/- 15 min.)
 - Easy access from highways (E-40 / E-17)
 - Nearby train station (10 min. walking)
 - Direct access to the National Airport
- Fully equipped congress center 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.

RECOMMENDED

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Transportation

A. Distances and travel time

From*	Distance	By car	By train
Brussels National Airport	65 km	00:45 h	00:50 h
London	370 km	04:30 h	03:25 h
Paris	300 km	02:50 h	02:00 h
Cologne	240 km	02:35 h	03:15 h
Amsterdam	210 km	02:05 h	03:05 h
Luxemburg	270 km	02:35 h	03:20 h
Antwerp	55 km	00:40 h	00:50 h
Bruges	55 km	00:40 h	00:20 h
Brussels	55 km	00:40 h	00:25 h
Ostend	65 km	00:45 h	00:35 h

*To Ghent

B. To Ghent

- **By air:** Brussels 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 driving

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

- **By 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 Brussels 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.

C. 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.

Gent ICC 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.

With the **parking app** you can see in which parking lot you can go.

You can easily download the data from the Ghent traffic guidance system on your smartphone. Both iOS users (iPad, iPhone) and Android users (Samsung, HTC, ...) can watch live utilization of urban parks. The parking app leads you directly to through the GPS.

The Ghent city currently has **nine underground car parks**. Together they offer over 5000 parking places. The Ghent traffic guidance system put drivers on the right road through a network of dynamic LED signs. The signs lead the cars via the ring road (R40) to the car parks with available parking.



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Hotels & accommodation

A. Bed & 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.

B. Hotels

Ghent offers a wide range of hotels in all categories. Our partner, Ghent Congress, is the official convention bureau for Ghent and East-Flanders. This dynamic team will help you to find the ideal venues and hotels, the right partners, and original concepts to make your event a real success.

Find Venues & Hotels:

- We check availability and rates based upon your needs
- We send you a compact & comprehensive overview
- We can visit the selected venues/hotels, should you wish to
- You make your choice, and enter in direct contact with the service supplier



C. Our preferred partners

▪ Ghent Marriott Hotel **** Deluxe

Situated on the banks of the Lys, the Ghent Marriott Hotel blends its modern design harmoniously with the historic treasures of Ghent. www.marriottghent.com

▪ NH Gent Belfort****

Tucked away in the heart of the historical city centre, in the shadow of the town hall, NH Gent Belfort is a veritable oasis of friendliness, elegance, service and comfort. www.nh-hotels.com

▪ Sandton Grand Hotel Reylof ****

Sandton Grand Hotel Reylof Ghent is downtown Ghent's premium sustainable hotel in an authentic setting. This spectacular building combines yesterday's ambiance with today's comfort. www.sandton.eu



▪ Ghent-River-Hotel****

This hotel encompasses 2 ancient buildings: a renaissance house dated 1518 and a rice-mill dated 1857. www.ghent-river-hotel.be

▪ Holiday Inn Gent Expo****

Holiday Inn Gent is connected with the historic city centre of Ghent: the tram stop is located at 100 metres from the hotel with a link of every 10 minutes to the city centre. www.holiday-inn.com/gent-expo

▪ Hotel Harmony ****

This family-run hotel situated in the heart of Ghent disposes of 25 luxurious and spacious rooms. www.hotel-harmony.be



- **Monasterium Poortackere *****

This former neogothic cloister offers a harmonious combination of neogothic style and comfort, luxurious rooms with a respect for tradition. www.monasterium.be

- **Novotel *****

Novotel Gent is a modern hotel in the historical centre of the city. www.novotel.com

- **Express by Holiday Inn *****

Conveniently located next to the UZ University Hospital, at less than 5km from the medieval city centre, this hotel offers you spacious accommodation with a smart room design. www.hiexgent.be



- **Ibis Gent Centrum Opera ****

City centre hotel with 134 air-conditioned rooms and private underground car park. www.ibishotel.com

- **Ibis Gent Centrum Cathedral ****

Located in the historic and commercial centre of Ghent opposite the cathedral, 120 air-conditioned rooms and private paying car park. www.ibishotel.com



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Leisure activities & local specialties

A. Museums in Ghent

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

If we really have to choose: Top sights in Ghent:

- **The castle of the Counts:** An imposing medieval fortress in the heart of the city
- **Patershol:** This is the place for those who love good food and drinks.
- **St Bavo's Cathedral:** Ghent's oldest parish church, has no less than 22 altars and do not miss the world famous polyptych The Adoration of the Mystic Lamb, currently being restored at MSK.
- **The Belfry:** Recognised by UNESCO as a World Heritage Site.
- **The people of Ghent:** The city is its inhabitants. In Ghent, people live and work, celebrate and enjoy. If you are looking for a lively spot, a convivial café or a unique moment, then look for the locals and you'll see where you need to be!

- **Museum of Fine Arts (MSK)**

The strength and the charm of the MSK is the variety of its collection and the way it is presented. The restoration of the mystic lamb took place here. www.mskgent.be

- **Municipal Museum of Contemporary Art (SMAK)**

The permanent collection of top national and international works is presented in continuous interaction with original, often daring exhibitions. www.smak.be

- **MIAT Museum**

On more than 1,800 m², MIAT maps out the history of our industrial society. The exhibition Our Industrial Past turns back the clocks some 250 years to tell the history of the advent of the machine and the first Industrial Revolution. www.miat-gent.be



- **City Museum Ghent (STAM)**

The past, present and future of the city will be presented clearly and enthrallingly so that the STAM becomes the place to start a cultural voyage of discovery in Ghent. (Bijloke-site) www.stam.be

- **Design Museum Ghent**

The Design museum Gent is a cultural institution of the City of Gent. Since January 1999 the museum has been recognized by the Ministry of the Flemish Community in the highest category. The Design museum Gent is unique in Belgium. The accent in the collections and exhibitions lies on 20th century and actual design. www.designmuseumgent.be

- **Boat trips**

Ganda, as Ghent was called initially, was built on the confluence of the Lys and the Schelde. Through the centuries, the 2 rivers formed the sparkling veins of the city. Today, the historical centre enjoys, more than ever, the unique atmosphere of the presence of water. From the Grass Quay, open and covered boats, depart for cruises.



B. Workshops

- **Visit to City Brewery Gruut**

(brewery without Malt)
www.gruut.be

- **Infine: perfume workshop**

www.infinegent.be

- **The Bartenderscompany: workshop Cocktails**

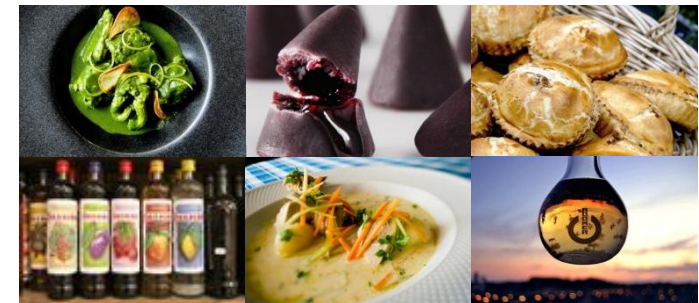
www.thebartenderscompany.be

- **Plenty of cooking workshops**

with chocolate, regional specialities, wine tasting, ...



C. Local specialties



D. Team incentives

- www.gandante.be
- www.eventmosaic.be
- www.evident-event.be
- www.vizit.be
- www.outsider.be
- www.gent-watertoerist.be
- www.perfectplus.be
- www.ghent-authentic.com



Congress Organisers

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

We suggest two PCO's:

A. Medicongress

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 what Medicongress does, but how they do it, which makes the difference.



B. Semico

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.



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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 advice for your project.

A. What can we 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, ...)



▪ Promotional Support

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

- 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
- DVD

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
- 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
- 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, German, Spanish, Japanese)

- 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).

▪ Logistic advice & assistance

- Find suitable service partners

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
- Assistance for travel solutions

We will assist you to obtain special offers from large carriers such as SN Brussels Airlines, Thalys, Eurostar, ...
- Creative ideas for social programmes
 - Partner programmes, pre- & post conference
 - In all possible themes: cultural, historical, sportive, fun, culinary, ...
 - Original solutions based on our experiences and our on-going search for novelties.



A. Culture Kilometre & Arts Quarter

The Culture Kilometre in Ghent is a wink to the 'Museum Mile' in New York. It starts in the Citadel Park, next to Gent ICC. There you can find the S.M.A.K (see page 11: Museums in Ghent) and it ends near to the City Museum of Ghent (STAM). In between you can broaden culturally.

The Arts Quarter is home to the city's main museums, which are all within walking distance from one another. In fact, the Museum of Fine Arts is right across the street from the S.M.A.K.! A short walk (downhill!) brings you to the brand-new City Museum, which provides the ideal introduction to the past, present and future of Ghent.

B. Upcoming big events In Ghent

- The Ghent Festivities** – *Every third week of July*
A sparkling cultural popular festival with numerous performances of various national and international artists: a unique event in Europe, thanks to the varied and free offer of (music) performances, (street)theatre, exhibitions, animation for children, fairs, parades and so much more!
- Film Festival Ghent** – *Every October*
One of the major festivals in Europe and worldwide. At least 200 films from every corner of the world struggle for your attention. World Soundtrack Awards. This trophy is unique in the world of film music and is considered the Oscars' little brother. Internationally renowned composers attend and perform at the event.
- The six-days bicycle race** – *Every November*
Every year the very best international track-racing cyclists compete for victory in the legendary 'Kuipke' cycling stadium. (Next to Gent ICC)
- Light Festival Ghent** – *29/01/2015 – 01/02/2015*
In recent years the City of Ghent has invested heavily in scenic lighting for the city centre. The Ghent lighting plan has also received international awards. The Light Festival wishes to highlight this lighting plan and give visitors the opportunity to catch a glimpse of Ghent's unique hidden charm. (Every 3 years)
- Ghent Floralties** – *11/04/2016 – 01/05/2016*
Largest indoor flower event in Europe bringing together the prettiest flowers and plants but also atmosphere, perfumes, colours, creativity and modern floral art from all over the world in one dream garden. The ultimate emotion! (5-yearly Exhibition)

