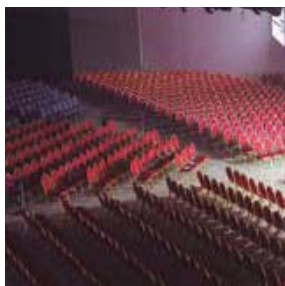
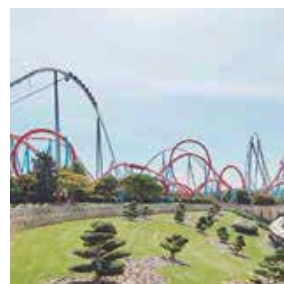
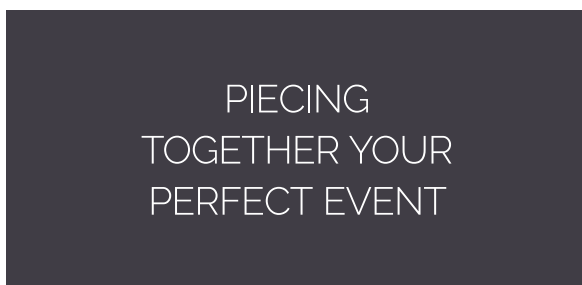


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## COMMUNITY OF MADRID 06



## CATALONIA-BARCELONA 20



## ANDALUSIA 54



## VALENCIAN COMMUNITY 61



## BASQUE COUNTRY 71



## CANARY ISLAND 72



## BALEARIC ISLANDS 83



### VENUES SELECTION

#### Madrid

Novotel Madrid Center 19  
Madrid Marriott Auditorium 17

#### Balearic Islands

Protur Biomar Gran Hotel 86  
Protur Naisa Palma Hotel 86

#### Barcelona

Cafè de la Pedrera 32  
CCIB - Centre Convencions Internacional  
Barcelona 33  
Família Torres 34  
La Daurada 35  
MACBA-Museu d'Art Contemporani  
de Barcelona 36  
Recinto Modernista de Sant Pau 37  
Tablao de Carmen 38  
Torre Bellesguard 39  
Bellucci Studios 40  
Casa Convalescència - UAB Campus 40  
Hotel Dolce Sitges 41

#### Girona

Peralada Resort 51  
La Fortalesa de Sant Julià de Ramis 52  
Casa Anamaria Hotel 53

#### Guipuzcoa

Bodega Katxiña 77

#### Málaga

FYCMA (Palacio de Ferias y Congresos  
de Málaga) 60

#### Rioja

Riojaforum 53

#### Tarragona

PortAventura Business & Events 43

#### Valencia

Hotel Oliva Nova 69  
Terraza l'Umbracle 70

#### Àlava

Bodegas Valdemar 76

#### Alicante

La Finca Golf & Spa Resort 70

PUBLISHED BY



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Subscribe to our publication:  
[www.eventosmag.com](http://www.eventosmag.com)

**eventos Magazine** is a bimonthly magazine.  
Price: 8 Euros. Yearly subscription: 6 issues  
+ 2 supplements: 50 Euros (VAT included) for Spain /  
80 Euros for overseas.

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pulp chemistry and meets ISO 56, ISO 534, ISO 2470, ISO  
2471 and T480 standards in its manufacturing and treatment  
process.  
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**COVER:** Palace of the Cordova, Granada. Incentive gala dinner NOVONORDISK Denmark,  
organized by Aixa Dreams DMC & MICE and Clavel and Flamenco Performances. **Editor:**  
eventoplus medios s.l., Diputació 256 5º 1º, 08007 Barcelona España **t** +34 93 272 09 27 **f**  
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Asun Paniagua **Art Direction and Design:** Maria Leone **Communication & Events Director:** Lynn  
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1885-4699 - Impreso en España.

# ANDALUSIA

Iberians, Carthaginians, Romans and Moors have all passed through Andalusia, filling the pages of history of this cultural melting pot, and creating a unique blend of architecture and tradition. Andalusia is home to stunning Arabic monuments like Granada's Alhambra, the Mosque in Córdoba and the Alcázar of Sevilla. Another asset is its 900 kilometres of coastline, which includes the famous Costa del Sol, a meeting point for travellers from all over Europe and beyond. Andalusia's mountains also offer world-class skiing, in snow-covered peaks such as the Sierra Nevada. The province, located in southern Spain, is also characterized by the open nature of its people, its intense and colourful folklore, flamenco and its Easter processions. With all of this, Andalusia offers a plethora of memorable experiences for your meetings.



## 19th World Travel and Tourism Council Summit.

In April the 19th edition of the World Travel and Tourism Council Summit was held in Seville, which was attended by some 1,500 professionals and had Barack Obama as a main speaker. The summit utilised several iconic spaces in the city, such as the Real Maestranza Bullring and the Casino de la Exposición to host receptions. The 19th World Travel and Tourism Council Summit awards gala for industry best practices was held at the Antiquarium, while a sectorial council on tourism took place at San Telmo Palace. Other activities included ministerial dialogues at Los Venerables Hospital, a networking session at Casa Guardiola, and a WTTC executive committee meeting at the City Council. The official reception was held at the Real Alcázar.

## Sevilla



Seville, the capital of the region is an established meetings destination. Its air connections have improved significantly in recent years; while the AVE high-speed train connects it with Madrid. It also has a thriving river port popular with cruise ships. In terms of meetings infrastructure, the Fibes Conference and Exhibition Centre was recently completed, offering an enormous, brand new congress centre. Seville has a wide range of hotels, venues, palaces and country houses, for events with a touch of history.

## Events that have chosen Seville

Seville has always been a city of conquests. In fact, one of the greatest conquests in history, the discovery of America, originated here, as it was the site where Magellan set out on his journey around the world. What will be next for the city? Well, in 2019, coinciding with the celebration of the fifth centenary of that first trip round the world, the Seville will host the summit of the **European Space Agency** in November. Around this summit, many forums and thematic events on space and aeronautics will take place, consolidating the city's leadership in the aeronautics industry, in which it is active through Aerópolis, an industrial complex that manufactures the Airbus A400M. Perhaps you can take advantage of this opportunity to push your team towards stratospheric objectives by 2019. In 2020, **MPI's EMEC international congress** will take place. The Meliá Sevilla hotel will host a large part of the events, for a meeting in which there will be training and debates that will be complemented by experiences of the destination.





**A late night talk show and dinner in Plaza de España.** Schweppes Suntory Spain held its annual meeting that was attended by 400 people from its sales force. On Isla de la Cartuja, the Box Sevilla auditorium of beon.Worldwide, the organising agency (in collaboration with Unit Element agency), was transformed into a late night talk show-style television set, with monologues, interviews and presentations. In the Plaza de España, one of the most iconic spaces in Seville, the gala dinner was served by Abades Catering under a transparent octagonal tent so that guests could enjoy the surrounding architectural marvels as they dined.



A company from the automotive sector chose this destination for their annual meeting, for which the Meta/cción agency prepared a dinner with a show at the Barceló Renacimiento hotel. Guests marvelled as flamenco dancers hung from the walls and danced vertically on platforms placed on the sides of the building.

## What can you do?

- 01 Flamenco everywhere.** Is one of Seville's hallmarks, and the city allows you to experience some of the most famous flamenco locations in the world. Agency Es.Cultura offers the Ruta Carmen, where opera, flamenco and theater meet. Guests will not only enjoy the uniqueness of the monuments and places visited, but also the appearance of the famous legend of Carmen who, during this visit and accompanied by other characters of this famous opera, will delight them with a professional performance of one of the pieces of the famous work.

Es.Cultura



01

**The 18th century Casa de la Guitarra** (House of the Guitar) is also home to the Flamenco Cultural Centre, where you can spend one hour touring the main flamenco styles through its three disciplines: dance, singing and the guitar. It offers Flamenco shows every day.

- 02 In a genuine Sevillian 'hacienda',** participate in the Flamenco Percussion Workshop, an experience designed by Exploramás based on Andalusian folklore. Teams learn about percussion and other instruments such as the flamenco cajón and caña, castanets, sticks and bottles.

- 03 Take a trip along the Guadalquivir,** Seville's main artery, to get to know the city's history. The tour starts at the mythical Torre del Oro and includes a sensory gastronomic and wine tasting experience complemented by the sounds of flamenco guitars and violins.



03



Exploramás

02

## New and special venues

**Cartuja Centre CITE: a new space with cutting-edge technology.** This is a multi-purpose and versatile space of more than 33,000m<sup>2</sup> and equipped with the latest technology. It has a 36-seat VIP box with access to two VIP lounges and a 2-000 seat auditorium which can be configured into four different formats through the Gala Venue system, which enables you to vary the height of the rows and move seats, allowing for capacity for up to 3,800 attendees.

# Málaga - Costa del Sol

## What's new?

'SUTUS 2019' Space & Underwater Tourism Universal Summit. In September, Marbella will host the world's first space and underwater tourism event – a pioneering meeting in Spain that is being organised by Medina Media Events and promoted by Les Roches. Malaga has been named the European Capital of Sports 2020 by ACES Europe (Association of European Capitals and Cities of Sport) and is set to host the most important cruise fair in the world: the Setra de Med. The technology sector will hold the largest European robotics event: the European Robotics Forum (ERF) that will bring together a thousand experts to discuss developments in fields related to artificial intelligence. Another highlight event at the European level will be CEDI 2020, the sixth Spanish Informatics Congress.



One of the powerhouses of Spain tourism with its upscale resorts, golf clubs and shopping areas, Costa del Sol has a vast offering for meetings. Malaga has become one of Spain's cultural Meccas, with an explosion of museums and the recent opening of no fewer than 36 cultural centres for events. The Pompidou ('El Cubo'), in the port of Malaga and the Museum of Russian Art in the former 'Tabacalera' building are the latest to come to the city and are two of the best options for meetings. Malaga's cultural identity is especially vibrant in March when it hosts the Malaga Spanish film festival. At the **European Capital of Smart Tourism 2019**, Malaga has been awarded as a European Smart Accessibility Destination – in recognition of its innovative and intelligent development of sustainable and inclusive tourism.

Lexus chose the city of Malaga to carry out various promotional activities. At the Palace of Fairs and Congresses, the company presented its new UX and LS models, and also made its European presentation of the new Lexus ES 300h saloon and the Coupe Premium Lexus RC 300h. The three-week event gathered 350 journalists from 35 European countries. A final example we have of a presentation organised by the 7 Worlds agency was for the new Suzuki Swift Sport model, a back-to-back event that attracted some 300 international journalists to Malaga. The attendees were picked up at the airport by several Yellow Champion models that formed a striking caravan of vehicles, serving as a nod to the origin of the Suzuki Works model that participated in the World Rally Championship.



International airport, roads that meander between sea and mountains, together with a climate that encourages you to enjoy driving under the sun, make the Costa del Sol one of the preferred destinations for car presentations. This was the case for German company Audi, which brought together 3,200 directors of 120 nationalities at the Adolfo Suárez Palace of Congresses and Fairs in Marbella for the global presentation of the new E-tron model. Audi Dealer Meeting 2019 collaborated with beon.Worldwide for this event in which Ronda's Ascari Circuit was also used for test driving.



## What can you do?

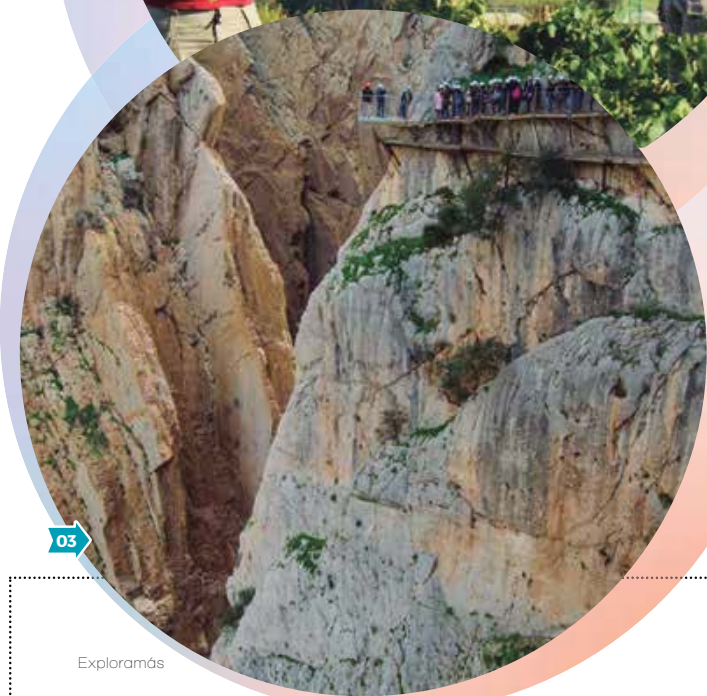
**01 LA Organic Experience** is an olive oil tourism project in Ronda, which encompasses culture, nature and gastronomy around olive oil production, where you will learn about the olive harvest, see the production process in an oil mill and take part in an oil tasting. This itinerary between olive groves and vineyards begins in the Greenhouse (150 people), which houses an artisanal mill, a bottling plant and a labelling machine. Afterwards you will visit the orchard and the organic vineyard, before ending the tour with a tasting of organic products.

**02 Nilva in the town of Manilva** offers a workshop called 'Senses, an initiation to wine tasting' and activities related to the training of the senses of sight, smell and taste for wine tasting. And from Manilva to Nerja you can travel 180km along the La Senda Litoral coastline, enjoying views of the Cantales de La Araña, the Peñón del Cuervo, Punta Chullera in Manilva, las Dunas de Artola, as well as 42 battle towers and the Phoenician sites of Vélez Malaga.

**Maritime tourism** offers sea-related experiences: sailing trips, visits to the quayside to experience fish markets, or become a sailor for the day and discover traditional fishing. Anne Bonny Seaclub organises outings in a classic schooner to discover the coast of Malaga and watch dolphins at sunset. And at night...

**El Aula del Cielo** (Classroom of the Sky) and the Astronomical Observatory are two astronomy-related activities that let you gaze at the stars in the privileged environment of El Torcal de Antequera, situated 1,200 metres above sea level.

**03 El Caminito del Rey** is a man-made walkway built along the walls of the spectacular Desfiladero de los Gaitanes gorge, which hangs 100 meters above the river. The breathtaking walk is a truly incredible experience - as long as you can overcome the vertigo, of course.



Exploramás

## News and special venues

The old bullring in Marbella is set to become an event venue, with an auditorium for more than 5,000 attendees. And the mythical **Malagueta** of the Andalusian capital will open in July after undergoing major reforms that has added new spaces for events. And coming soon ... The Four Seasons group, in partnership with **Villa Padierna Hotels & Resorts**, has landed in Marbella with a new luxury hotel and a group of private residences on the beachfront.





# Granada



Aixa Dreams DMC &amp; MICE y Clavel y Flamenco Performances

The Alhambra, the Generalife and the Albaicín neighbourhood are emblems of the city and a World Heritage Site, offering views of the Sierra Nevada as a backdrop. The land where Federico García Lorca was born is one of the destinations where you can step on snow and walk along the beach on the same day. Good news! In June Granada is set to become part of the AVE City Network and will be connected to Madrid with a high-speed train link.

## A route by the roots of Granada

TA Incentivos proposes a route through the historic districts of Granada: the Sacromonte and the Albaicín, ending in the center of the city. The group will start in San Miguel Alto, following a descent down a path until reaching the Interpretation Center of the Caves of Sacromonte. After the visit, they continue to the Sacromonte neighborhood and make a stop at Pepiro's Mirador, where Pepe's "chiringuito" (traditional café) is located, and where they try sangria while listening to Spanish guitar. The route continues through the narrow streets until the Albaicín, where they can visit a bakery to try tea and traditional sweets. They continue with a visit to the Plaza Larga Market, passing through the famous Arco de Las Pesas and arriving at the Mirador de

San Nicolás. After lunch, they begin the journey to the center through the old Arab souk, stopping at some of the craft stalls. The route ends at Plaza Nueva in the center and with a connection to the Alhambra, the next visit for those who wish to continue on with the route.

## What can you do?



**Hammam Al Andalus** is an experience in authentic Andalusian Arab baths where you can feel the Water's Journey, and enjoy massages, rituals and other experiences to relax and disconnect.



Walk in Granada

**An original olfactory tour** that allows you to immerse yourself in an authentic experience, transporting you to different places and eras of Granada's history through specifically designed fragrances. Once the route is completed, each participant will take home a kit containing the fragrances discovered during the route. The Patio de los Perfumes offers a true olfactory scent experience that

lets you create your own perfume from natural ingredients. Throughout the museum, traditional patio and private rooms, guests can discover the history of perfume and their best creations.

# Cádiz

On the border of Europe and Africa lies Cadiz, a city known as "Havana Chica" due to its similarities with the Cuban capital (as is evident by the walk from La Caleta to Campo del Sur, which is reminiscent of the boardwalk of Havana). It is a region of cinema, flamenco art and carnavalera grace, where you will find idyllic beaches, white villages, protected areas, sand dunes and marshes and an ideal location for cultural, gastronomic or sporting activities.



**A multi-experience convention.** The Aser Company chose the province of Cadiz to organise its convention. Creativando was in charge of this event for more than 100 people, whose main headquarters was the Parador de Cadiz. All the activities were created to allow them experience the destination and culture of Cadiz. On day one they visited the tuna factory in Barbate to see how el ronqueo is made, before which they stopped to have breakfast on the beach while watching a horse dance to Arabic-flamenco music. In order to get to know Cadiz, they used the Cadiz Experience app to find historical places and discover more about anecdotes about the city. They also enjoyed the gastronomy with dinners each day at different iconic sites, such as the González Byass winery, where they were able to take a tour and taste their wines; and in the lighthouses of Puerto de Santa María and Cadiz. Another impressive activity was a balloon trip through Arcos de la Frontera to discover the destination from a bird's-eye views.

**La Ruta de los Pueblos Blancos** is a journey through the whitewashed villages of Cadiz, which you will discover the Grazalema blanket factory to see how the blankets are made, the Zahara mill in the Sierra de Oleum Viride Sierra to learn about the production of olive oil, as well as leatherwork artisans in Ubrique.



# Huelva



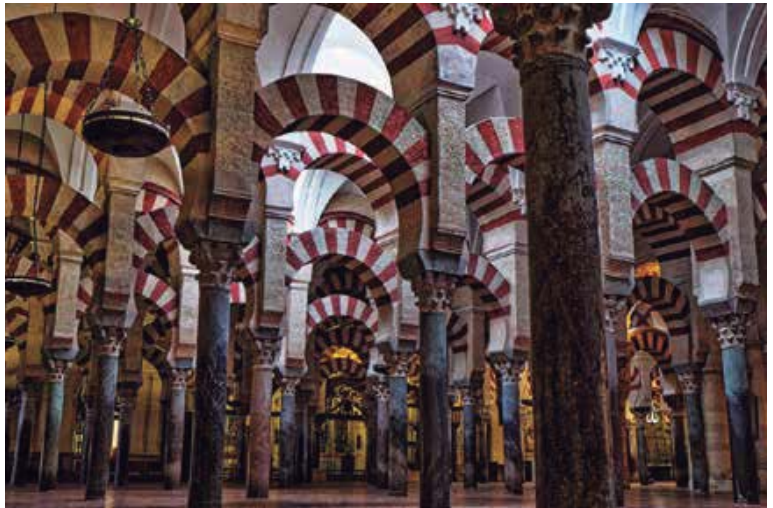
The Tartessians, Phoenicians and Romans have all left their legacy on Huelva. But if there is a historical event that has left its mark most on this region, it is the commencement of Christopher Columbus' famous voyage in 1492, which set off from the port of Palos de la Frontera. If you want to learn more about the story, you can visit the Muelle de las Carabelas with its replicas of La Pinta, La Niña and Santa María. Jamón de Jabugo is one of the area's gems, which can be paired perfectly with a Vino del Condado de Huelva.



**The Camino Rociero** walk is a deeply rooted tradition, and you can make this pilgrimage to the Ermita del Rocío with a trip organised by Thursa. In horse-drawn carriages, you will travel along the final kilometres of the famous Raya Real route until you reach the village of Almonte, crossing Doñana National Park, where you will enjoy a traditional lunch; while the Rociero Choir will accompany you throughout the tour.

# Córdoba

Cordoba's mosque is a must as one of the most important Islamic monuments in the West and one of the most beautiful in the world. In the city of Roman, Arab and Jewish culture, you will be amazed by the beautiful courtyards filled with pots and flowers (there is even the Festival of the Patios that is organised around them), the Arab baths, the Medina Azhora (Madinat al-Zahra archaeological site), and other magical sites.



## Discovering the Sephardic legacy for teambuilding

The agency Over Limit designed a teambuilding where 40 people learned about Sephardic traditions with the help of an expert. First, they visited Casa Sefarad in the heart of the Jewish quarter. Later, they visited a 14th-century Mudejar mansion where they read an ancient manuscript and found clothing, dresses, trousseau, jewellery and decorations to dress up as a character of the era. Later they enjoyed a bath and massage at a hammam accompanied by Arabic tea.

## Incentive in Madrid passing through Córdoba.

A Spanish insurance company based in Brazil wanted to recognise the work of 350 agents with an event that would lead them to discover the essence of the city of Córdoba. KeyDM Spain managed this trip in which they used the AVE (high-speed train) as their private chartered transport to travel from Madrid to Córdoba. The train coach was personalised and on each seat, the guests found a gift from the company. Once at the destination, they visited the Royal Stables and enjoyed a private show, after which they took a walking tour of the most iconic streets of the historic centre, stopping for lunch to enjoy the Andalusian cuisine at El Bandalero restaurant, which was exclusively reserved for the group. After lunch, they took a guided tour of the Mosque-Cathedral and enjoyed time for shopping before returning on AVE to Madrid.





# FYCMA (Palacio de Ferias y Congresos de Málaga)



Obra del Estudio Asenjo & Asociados is a 60,000m<sup>2</sup> space with a functional and highly specialised design where Mediterranean tradition meets 21st century avant-garde. It has an exhibition area of 19,500m<sup>2</sup> divided into two pavilions; two auditoriums, two conference rooms, an exhibition room, fifteen multipurpose rooms, various catering spaces and a parking area with capacity for 1,200 vehicles. In total, these facilities can accommodate up to 20,000 people.

## Capacity

Total area: 60,000m<sup>2</sup>

Main room area: 10,800m<sup>2</sup>

Capacity in banquet format: 5,500 pax

Capacity in cocktail format: 9,000 pax

Capacity in theatre format: 8,000 pax

Available outside area: 34,000m<sup>2</sup>

Number of rooms: 27

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29006 Málaga



FYCMA has hosted major business conventions for the likes of LinkedIn and Heineken. It has also hosted the World Congress of Osteoporosis and meetings for the European Society of Geriatrics, Sexual Medicine and Europrevent (the European meeting on Preventive Cardiology), amongst others.

