

PRESS RELEASE

METZ, LET YOURSELF BE SURPRISED ! *A «must-see» destination for the business tourism !*

Conventions / Events / Seminares / Congress

*The future Congress and Convention Centre,
designed by Jean-Michel Wilmotte*



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View of the Temple Neuf





Thursday 7 April 2016 saw the first symbolic brick of the future Metz Exhibition Centre being laid in the presence of Manuel Valls, Prime Minister, Philippe Richert, President of the Grand Est Region and former Minister, Jean-Luc Bohl, President of Metz Métropole and Mayor of Montigny-lès-Metz, Regional Counsellor, Dominique Gros, Mayor of Metz and Departmental Counsellor of Moselle, Thierry Jean, Chairman and Managing Director of M3Congrès, Philippe Guillaume, President of the Moselle CCI, Jean-Michel Wilmotte, project architect and Benoît de Ruffray, Chairman and Managing Director of the Eiffage group.

From left to right: Thierry Jean, Manuel Valls, Jean-Luc Bohl, Dominique Gros and Jean-Michel Wilmotte



An outstanding event in Metz : on Thursday 7 April, the Franco-German Ministerial Council attended by François HOLLANDE, President of the French Republic and Angela MERKEL, Chancellor of the Federal Republic of Germany alongside other French and German ministers.

Angela Merkel and François Hollande on the forecourt of the Arsenal.



The future Congress and Convention Centre

Perfect location :

Situated in the tri-border area of France, Germany and Luxembourg, Metz Métropole continues to strengthen its position in the business tourism market. Located beside the TGV station in the Metz Amphitheatre Quarter opposite the Centre Pompidou-Metz and very close to the city centre, the future Congress and Convention Centre will be opened in the first half of 2018 and will be an important element in the economic development of Metz Métropole, further enhancing the city's attractiveness.

Performance areas :

Designed by the architect Jean-Michel Wilmotte, this 15,000m² building will form an interconnection between the Amphitheatre Quarter and the historical centre of Metz.

The Metz Congress and Convention Centre will include:

- **1 auditorium with 1 200 seats** and a balcony, unique within the greater Metz region,
 - 3 levels,
 - stage lighting,
 - High Quality LINE ARRAY technology sound system,
 - high Power, High Definition video projection on a 14m screen,
 - HVAC.
- **16 meeting rooms** : from 25 to 400 seats,
 - areas with furniture and audiovisual equipment,
 - automatic room control via control panel,
 - ceiling light fixtures and natural light,
 - sound system with microphone,
 - video display,
 - HVAC.
- A total exhibition area of **4,300m²** with a maximum capacity of **200 stands**,
 - sound system integrated into the ceiling, HVAC, convertible bespoke area
- **1 catering preparation area** for galas for up to 1,200 diners,
- **1 internal dynamic video signage network** with more than 20 screens.

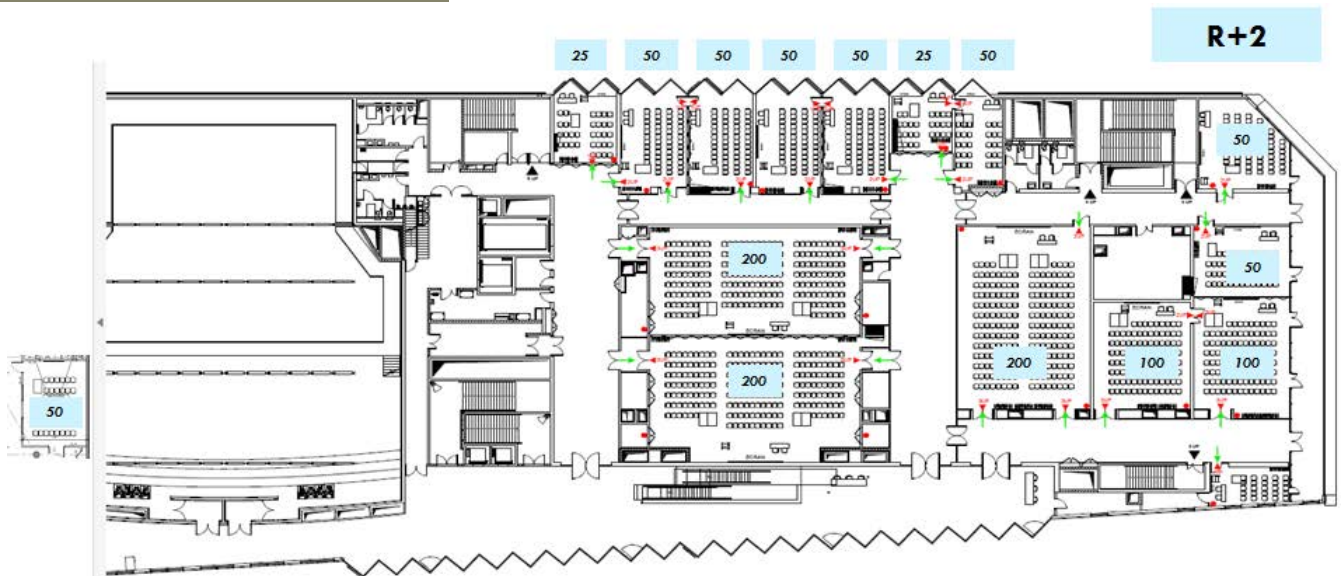


The future Congress and Convention Centre

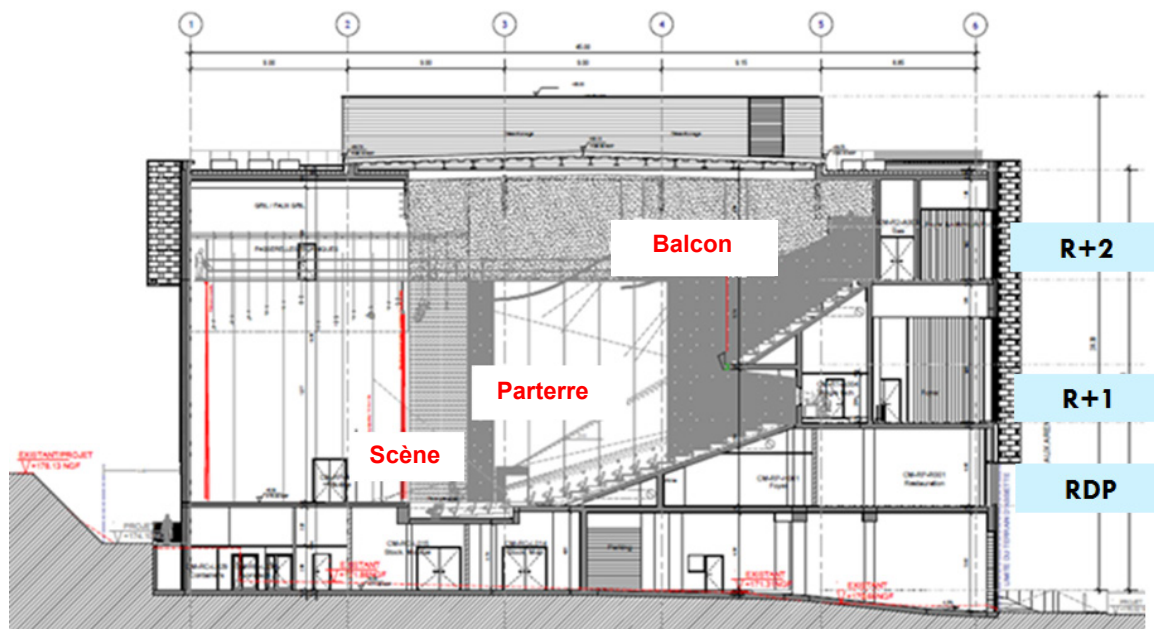
Meeting areas :

- 4 rooms for 25 delegates,
- 7 rooms for 50 delegates, of which 4 can be converted to 2 rooms for 100 delegates,
- 1 room for 50 delegates and 1 room for 100 delegates which can be converted to 1 single room for 150 delegates,
- 2 rooms for 100 delegates,
- 3 rooms for 200 delegates, of which 2 can be converted to 1 single room for 400 delegates,
- 1 auditorium with 1,200 seats and balcony.

2nd floor plan



The auditorium has 3 parts :



The future Congress and Convention Centre

GL Events, the power of a network :

Founded in 1978, GL events is a major player in the events market with its 3 strategic business units:

- **venue management** with 38 sites on five continents and in 19 countries, we're able to accommodate all types of event,
- **events management** plus organisation of conference and business conventions as well as trade shows and consumer exhibitions,
- a **complete range of services** for economic, cultural and sporting events.

In figures :

4 107 employees, of whom 35% are based outside France,
€942,4m turnover in 2015,
€30,8 m net attributable income in 2015,
more than 90 locations worldwide,
more than 300 proprietary trade shows,
38 managed sites, totalling more than 1,000,000 m² of available space,
more than 4 000 events hosted,
more than 11 million visitors and exhibitors.

Embedded event management for local and regional governments !

The contract for the delegation of public services between Metz Métropole and GL events is based upon the following core principles:

- **conference management** for the local authority,
- **technical support** for Metz Métropole during the construction and acceptance phases of the Exhibition Centre via a project management support team,
- a **pre-marketing phase** ensuring the successful launch of the future Exhibition Centre,
- the **management and administration** of the future Exhibition Centre for a 10-year term.

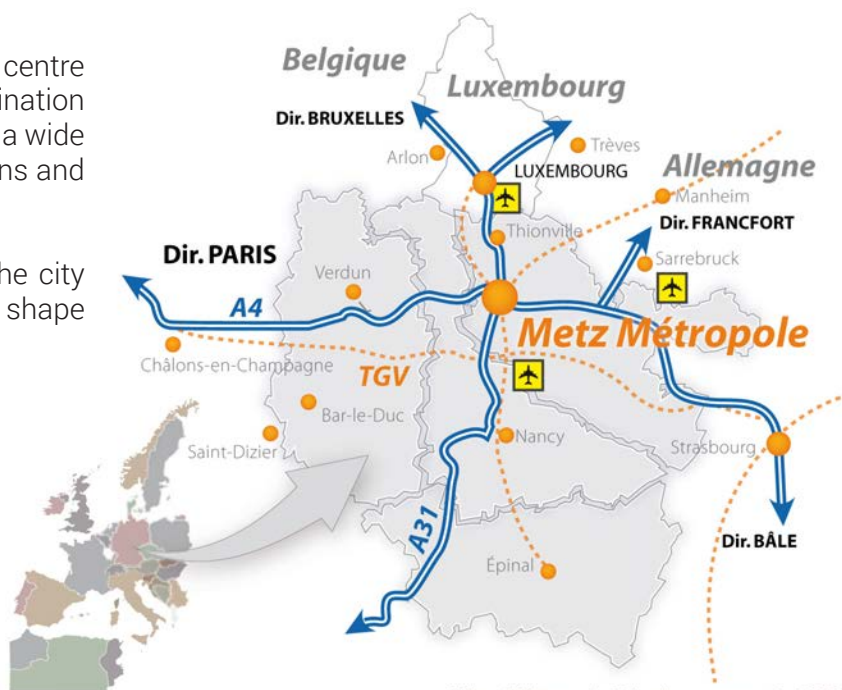


MICE in Metz Métropole a venue to suit any event !

Metz Métropole boasts a strategic position in the centre of Europe; a location that makes it the perfect destination for business tourism. The metropolitan area offers a wide variety of top notch services for events, conventions and conferences.

In addition to a wealth of hotels & apartments, the city also has numerous venues to suit events of every shape and size.

**Au centre d'un territoire
ouvert sur l'Europe !**



Metz Métropole Développement © 2009

Convention and conference venues

- «Les Arènes» / Metz Amphithéâtre district
- The Arsenal / Metz city centre
- «BAM - Boite à Musique» / Metz-Borny
- Conference Centre of Metz Métropole / Quartier de l'Amphithéâtre de Metz
- The Metz Metropole Fair and Convention Centre / Metz Événements
- The Centre Pompidou-Metz / Metz Amphithéâtre district
- The Cescom / Metz-Technopôle
- «Le NEC» / Marly

Prestigious heritage venues

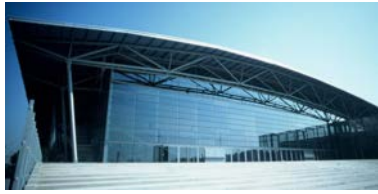
- Cour d'Or Museum / Metz city centre
- Metz Métropole opera house / Metz city centre
- Saint-Pierre-aux-Nonnains / Metz city centre
- «Les Trinitaires» / Metz city centre

The quirky choice

- TCRM-Blida / Metz city centre

MICE in Metz Métropole

Convention and conference venues



«Les Arènes» / Metz Amphithéâtre district

Designed to host a wide range of sporting disciplines as well as shows and events, this is a comfortable, functional environment very close to the Pompidou Centre-Metz. Spanning 16,850 m² Les Arènes has a wide variety of specialist rooms and halls.



The Arsenal / Metz city centre

Right in the heart of the historic town, and reinvented by the architect Ricardo Bofill in 1989, the Arsenal is a unique combination of history, contemporary style and functionality. Events have been staged at the Arsenal for more than 25 years, and its professional teams have the knowledge and experience to ensure that events held against this unusual backdrop are unforgettable. Some of the biggest artists of our time have appeared here. Event-space capacity in the Arsenal ranges from 20 to 1,300 people



«BAM - Boîte à Musique» / Metz-Borny

Ideal for modern music events, BAM's versatile main hall can house up to 1,100 people, with retractable tiered seating and a 300-seat balcony. It has a variety of formats to suit all sorts of projects. The backdrop and stage are modular and the stage equipment is all of a high-performance standard. All these facilities contribute to making BAM an ideal venue for the comfort of teams and spectators. Rudy Ricciotti was behind the design of its funky architecture.



The Metz Métropole Fair and Convention Centre / Metz Événements

The Metz Métropole Fair and Convention Centre is managed by Metz Événements (GL Events). It has been designed to take into account expectations and projects of all sizes: fairs, exhibitions and conventions, meetings, workshops festive events and galas, with more than 55,000m² of exhibition space, a 25,000m² covered area, a 1,800m² convention venue and an auditorium for up to 605 people.



The Centre Pompidou-Metz / Metz Amphithéâtre district

The Centre Pompidou-Metz is feat of architectural prowess designed by Shigeru Ban and Jean de Gastines, offering 10,700m² of exceptional private spaces that can be configured for a variety of events: conferences, conventions, product launches, fashion shows, receptions, dinners, etc.

Private room hire can be accompanied by out-of-hours visits to the exhibitions.



The CESCO / Metz-Technopôle

The Sem Metz-Technopôle, which runs CESCO, offers tailored services for the full range of professional events: Seminars, Conferences, Conventions, Concerts, Shows, Forums, Works Councils, Gala Evenings, Receptions, Formal Meetings etc. CESCO has 2 modular amphitheatres that can host up to up to 350 people, exhibition spaces and a dedicated 250m² reception area for up to 350 guests.



«Le NEC» / Marly

The NEC is a 800-seater performance hall (with retractable tiered seating) that can be reconfigured as a dining hall for 600 covers. The hall is equipped with tables and chairs, as well as two motorised technical platforms, above the stage and facing into the hall. In addition to the hall space (total area of around 200m²) there is a bar with fitted fridges, two furnished dressing rooms, a fully-equipped kitchen with cold store as well as cloakrooms.

MICE in Metz Métropole

Prestigious heritage venues



Cour d'Or Museum / Metz city centre

The museum is located near the Saint-Etienne de Metz Cathedral, among a series of monuments which comprise the former Petits Carmes abbey, the Grenier de Chèvremont dating from 1457 (available for private hire) and the little Les Trinitaires church. The museum contains Gallo-Roman, medieval and Beaux-Arts collections over a floor space of more than 6,000m². Ideal for a VIP visit, symposium or dinner dance in a truly historical setting.



Metz Métropole opera house / Metz city centre

Are you looking for somewhere really unusual and magical for your event? The Metz Métropole Opera House, a 750-seat Italian-style theatre, is a performance space for live musical, dance and theatrical productions. It is structured around 43 permanent artists (dancers, pianists, singers, ballet master and chorus master) and 31 craftsmen & women and technicians (painters, upholsterers, dressmakers, lighting technicians, etc.) with an average of 16 productions being created and hosted per season. The diverse programming ranges from classical repertoire to contemporary works



Saint-Pierre-aux-Nonnains / Metz city centre

Saint-Pierre-aux-Nonnains, located opposite the Arsenal de Metz, has stood on this spot for 1,600 years. The magic and charm of this former church makes it a memorable setting for any event. Ideal for gala dinners, symposia, shows, etc.



«Les Trinitaires» / Metz city centre

Right in Metz's historic heart, Les Trinitaires offers several iconic stages to give your events a spectacular dimension. Its old stone walls vest any occasion with a unique atmosphere and there are spaces to accommodate from 20 up to 1,300 people.

The quirky choice



TCRM-Blida / Metz city centre

A venue of experiences and innovation, 10 minute' walk from the city centre. A former bus station, TCRM-BLIDA is no run-of-the-mill venue. The iconic building of LORnTECH (the French Tech body for the Sillon Lorrain area) is already home to artists, start-ups, and soon a media hub will be added. The venue, christened «Walking Ghost Hall» after Metz's All-Nighter Event (Nuit Blanche), provides a spectacular and unusual location. A place where creativity runs in its very plumbing, it is the ideal venue for those quirkier events, with local artists on-hand to help you realise its potential!

MICE in Metz Métropole

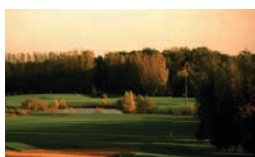
Leisure offer in Metz Métropole

Metz Metropole proposes a lot of entertainment facilities to relax during a professional event (such as The Arsenal, «les Trinitaires», «la BAM»,...) within a 20 km radius.

The golf courses :



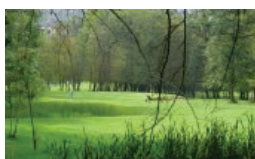
Garden Golf Metz-Technopôle : 10 minute away from Metz city-centre, the 18 holes golf course is located in the heart of Metz-Technopôle.



Domaine de la Grange aux Ormes, Marly : In the heart of Metz Métropole and a few minutes away from Metz city-center, this golf resort proposes 2 golf courses (18 holes and 9 holes) in a pastoral surrounding.



Exclusiv Golf - Château de Cherisey : The oldest golf course in Moselle, it proposes a 18 holes course, covering 55 hectares, part of which is on the former parc of the «Chateau de Cherisey»..



Golf in Amnéville-les-Termes : This 18 holes golf course is an oasis calm and serenity at the center of a major touristic pole.

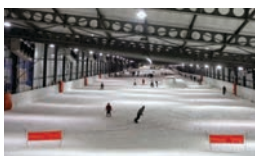
Leisure and relaxation facilities :



The Galaxie in Amnéville : thanks to the extraordinary modularity of Galaxie, it has always been able to satisfy its customers, be they producers of shows, directions of communication, agencies or event organizers,...



The bathhouses in Amnéville : Amnéville proposes 2 health resorts : Thermapolis and the Villa Pompéi. For a moment of relaxation and well-being.



The Snowhall : 1st indoor ski slope in France, and the longest, it offers to all the lovers of snow sports various disciplines : ski, sledge, snowboard,...



The Amnéville Zoo : One of the greatest zoo in Europe, It covers 17 hectares of land and is home to 2,000 animals originating from 5 continents.



The Seven Casino : The casino proposes a warm and surprising setting, which consiliates leisure, catering, entertainment,... It can also host all type of events !



MICE in Metz Métropole

The Convention Bureau

Here to help you organise the most successful events!

Its rôle :

The Convention Bureau's main aim is to «sell» the Metz Métropole area, its attractiveness (culture, sport, leisure, economy, business, environment, etc.) as well as its specialist business tourism offering. It works hand in hand with the Metz Tourist Office team, not only providing added value in the specific «business tourism» sector but also in promoting economic development as spearheaded by Metz Métropole Développement. It brings together local stakeholders in the form of business tourism professionals (such as GL Events), trendsetters and service providers, nurturing a common dynamic to showcase the region's assets.

Objective: to provide an attractive, coordinated, multipartner package to generate the maximum number of conferences, conventions and other professional events within Metz Métropole.

Its missions :

- A one-stop shop to promote the region as a business tourism destination,
- It encompasses welcoming, advising and facilitating, in conjunction with local business tourism stakeholders and the organisers of professional events,
- Drawing up and implementing a reception or «business» charter, bringing together local professionals and service providers,
- Capitalising on the region's assets, promotion and communication at national and international specialist trade fairs. Designing a specific offer around Metz attractiveness, arranging events aimed at convention and conference professionals and organisers, press relations and events plus national and international referencing websites,
- Establishment and management of the Metz Métropole Ambassadors' Club.
Launched a year ago and mentored by Patrick Poivre d'Arvor, the Club today boasts 450 ambassadors all involved in promoting the territory.

A professional team :

The Convention Bureau is staffed by a team of five. Already working within Metz Métropole Développement, they have Metz-specific marketing and project development skills and an excellent knowledge of the economic world and the region's selling points.



Metz Métropole, is also...

800 000 visitors to the Centre Pompidou-Metz in its first year of opening,

650 000 visitors to Metz cathedral in 2013,

24 millions people living within a 200-km radius,

1hr20 mins from Paris,

45 mins from Luxembourg by car,

2hr55 mins from Frankfurt,

3h10 mins from Brussels.

Metz, a tourist destination

Organise your Conference or Convention in Metz Métropole, and enjoy...

Innovation

In a worldwide exclusive, Philippe Starck has chosen Metz for his first hotel design project and it is set to open in late 2018. Numerous big architectural names have had a hand in Metz's design: Blondel, Shigeru Ban, Chemetov, de Portzamparc and Nicolas Michelin, to name but a few.

Fun events

Flagship events take place throughout the year: France's second biggest Christmas Market, the Saint Nicholas celebrations, the Moselle Open, the Mirabelle Plum Festival, the Metz marathon etc.

Shopping

A retail city: «Metz means shopping!»

In addition to all the big names (Nespresso, Galeries Lafayette, Printemps, etc.) there are a range of independent shops offering a different shopping experience, such as those in the quirky Rue Taison. It should come as no surprise to learn that locals from Luxembourg and Germany pop over the border to do their shopping!

Easy access

The «LE MET» network:

the interconnections and intermodality between the different means of transport create a genuine city network for all users and sectors.

The network is complemented by a self-service bike-sharing scheme, and real-time dynamic travel information.

Getting around with METTIS

METTIS provides a spacious, connected form of public transport, travelling along its own reserved lanes and constituting the real backbone of the LE MET network. Not a conventional bus or a tram, this High-Level Service Bus ensures easy access to all Metz's unforgettable sights.



Staying in Metz Métropole

Hotels

Major hotel groups or boutique hotels located in the city centre, many offering an unbeatable view of Metz cathedral. Whether you prefer to stay in a bustling shopping area or escape to a peaceful, verdant retreat, there are hotels in Metz Métropole to suit all tastes.

546 719 overnight stays in 2015, an increase of 12,37% compared to 2014.

*Hotels in Metropolis Metz : 36 establishments, 2 144 rooms (4**** : 391 rooms, 15*** : 928 rooms, 9** : 451 rooms, 2 * : 123 rooms, 6 no-classified hotels : 251 rooms), 28 of which in Metz itself, 1 625 rooms (4**** : 391 rooms, 10*** : 600 rooms, 7** : 324 rooms, 2* : 123 rooms 5 non-classified hotels : 187 rooms).*

Other accommodations

Open-air accommodation : 1 municipal campsite Metz***,

Collective accommodations : 3 establishments, 2 of which youth hostels and 1 International Accommodation Centre,

Vacation rentals : 100 establishments in Metz, 44 of which approved with a label (source : TLS 2015),

Aparthotels : 4 establishment,

Guest houses : 20 establishments, 14 of which approved with a label (5 establishments in Metz itself, 2 with a label), Also : 2 unusual guest houses (1 barge in Metz et 1 yurt in Lessy)

Leisure port of Metz (approved with the label «Pavillon Bleu» : 100 moorings,

Robert Schuman prt in de Scy-Chazelles : 130 moorings.

Metz, a tourist destination

In the heart of Europe

Metz enjoys an exceptional geographical location

Located on the border with Luxembourg, Belgium and Germany, Metz is easily accessible : 2 highways (A31 and A4), 3 airports (Lorraine Airport, Luxembourg and Sarrebruck), and 2 train stations (Metz-ville and Lorraine TGV).

«Metz Royale et Impériale»

A clash of style, urban identity and power

Metz's application to join the list of UNESCO World Heritage Sites showcases the unusual urban adventure the city experienced from the second half of the 19th century to the early 20th century, before, after and during the Annexation. The city of Metz is one of the 37 sites included in the French Provisional List.



The must-sees :

- The Saint-Etienne's gothic Cathedral, one of the highest naves in Europe (42 m) ;
- The Centre Pompidou-Metz ;
- The Imperial Quarter and the train station built for the German Emperor Wilhelm II ;
- The Arsenal, built under Napoléon III (1863) ;
- The former church Saint-Pierre-aux-Nonnains (4th - 10th century) ;
- The Musée de la Cour d'Or, that houses Gallo-Roman and medieval collections, as well as a Fine Art department ;
- The Porte des Allemands (Germans Gateway).

Metz, city of gardens



Metz, with its 580 hectares of green spaces and 36 kilometres of waterside walks, is a haven of peace. As the birthplace of urban ecology, Metz has carried the «4 fleurs» label since 1992, and overflows with gorgeous gardens and parks. Among them are : the Botanic Gardens, the Jardin des Tanneurs, the French gardens of the Esplanade or the park Jean-Marie Pelt, founder of the European Institute of Ecology.



The «plan d'eau»

Metz on your bike



Metz, awarded «Ville et territoire vélotouristique» label as a bike-friendly city in 2013, is keeping up the momentum and has installed an additional stretch of greenway on the «Charles le Téméraire» cycle route, a major cross-border European route stretching from Burgundy to Flanders which passes through Lorraine. This route also links the different districts in the city and the neighbouring villages and towns along different routes.

Metz bleue



La ville dispose de plusieurs lieux de détente au bord de l'eau : le port de plaisance (labellisé «Pavillon Bleu d'Europe» depuis 2007), un plan d'eau en plein cœur de la ville, ou encore le canal de Jouy, très apprécié des promeneurs et joggeurs.

Metz, a tourist destination

Ratings and labels of the city of Metz

- Since 24th February 2015, Metz is named a «Travel Destination» ;
- «Town of Art and History» since November 2011 ;
- 3 stars in the Michelin Green Guide ;
- «Ville 4 fleurs» (4-flower city) (1992) ;
- «Digital city 5 @» (2007) ;
- «Ville et territoire vélotouristiques» (bike friendly city) since 2013 ;
- Metz has been listed on the French provisional UNESCO World Heritage List (2014).



A gastronomic destination

«Tables de Rabelais» and «route des vins»



The “Tables de Rabelais” is the gourmet hallmark of Metz. A nod to the Rabelaisian spirit, noble heritage of Metz, it groups together, under the auspices of the Tourist Office, twenty restaurant owners, professionals in the food industry and experienced producers, who grow and blend the flavours and who wish to share the generous values of the French art de vivre, the “French touch”, which they combine with subtle influences from abroad. The AOC was awarded to the Moselle wines by the INAO (National Institute for Origin and Quality) in 2010. Also noteworthy: the wine trail of the Metz region, set up in 2013, is a 25 km route to discover nine wine producers and one restaurant owner, it runs through some of the most beautiful villages in countryside around Metz.

Contemporary Art in Metz

The main venue in Metz for contemporary art, the Centre Pompidou Metz offers temporary exhibitions, with an events programme that includes a broad range of disciplines (live shows, films, conferences). This programme covers all creative spheres and mainly focuses on exhibition themes. There are many other art galleries in Metz: the FRAC, the Galerie Faux Mouvement, the Arsenal, the Higher School of Art of the Lorraine region, etc. The city organises events all year round, in order to make contemporary art accessible to everyone: music and street festivals, such as “Les Musiques Volantes”, “Hop Hop Hop” etc.

Museums and cultural sites

The Centre Pompidou-Metz ;
The Musée de la Cour d'Or ;
The FRAC (Regional Contemporary Art Fund) ;
The Maison Verlaine, the poet's house ;
Robert Schuman's house in Scy-Chazelles ;
The Fruit Garden in Laquenexy ;
Pange stately home ;
Courcelles stately home ;
The Enamels and Glass Art Museum in Montigny-lès-Metz.

226 restaurants
in Metz Métropole !



Place Saint Jacques

More information :
www.tourisme-metz.com

Metz, a tourist destination

Metz Tourist Office

The Tourist Office is located on place d'Armes, between the City Hall and the St. Etienne's Cathedral.



Certification et labels

Classified Office de Tourisme cat. 1 (2013), certified NF Services d'AFNOR since 1997, approved «Tourisme et Handicap» in 2005, approved «Qualité Tourisme» depuis 2005.



The Tourist Office

Its offers

The Tourist Office proposes...

- guided tours of Metz for individuals in the company of an expert guide,
- Audio guides in F, D, FB, NL, I,
- guided tours by bike,
- gourmet tours, with tasting sessions of local products,
- stays in the 4 cities of the QuattroPole (Metz, Trier, Saarbrücken, Luxembourg),
- many other ideas for stays with various themes : for example, «Metz Liberté», «Metz Escapade urbaine», «Metz Mirabelle», «Ambiance de Noël», «Combi Metz/Nancy»,...
- themed stays centred around cultural and sporting events, and celebrations.

For children and families :

- tailored tours : fun guided tours that pique the imagination, led by our spirited guides,
- birthday snacks,
- rallies with two possible routes : one through the city and one focused on the Imperial Quarter.

The City-Pass Metz

At 12,50 €, it includes :

- one entry to the Musée de la Cour d'Or,
- one entry to the Centre Pompidou-Metz,
- one guided tour or audio-guide tour of Metz in F, D, GB, IT, NL,
- Additional discounts and services (recreation, entertainment, wine testing, culinary).

For 15€, the City Pass Plus includes one Visit'Pass ticket for unlimited travel on Le Met (public transport of Metz) for one day.

You can also visit the city with the app «Metz Monument Tracker» (available in F, D, GB, E, NL).



In unserer Boutique :

- tickets for selected events,
- a range of regional products and specialties,
- souvenir made in France / in the «Grande Region».

The Convention Bureau

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Metz Tourist Office

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Manager of the sales pole: Carol Faigel-Ottavino
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*The «Place Saint Louis» during
the Christmas Markets*





YIRABELLES

2,80€ / kg

