

# Meet Europe In Alsace

# Welcome to Strasbourg – Alsace!



# Geographical situation



Meet  
Europe  
In  
Alsace





# Strasbourg, capital of democracy and human rights

- ❑ Supported by over 2000 years of history and exchanges, Strasbourg occupies a leading position at the core of Europe
- ❑ Symbol of the long period of peace that has reigned in a continent often shaken by conflict and turmoil and pioneer in the construction of Europe



# Strasbourg, humanist tradition, seat of many institutions of the European Union and of the greater Europe

- ❑ European Parliament, Council of Europe, European Court of Human Rights, Pharmacopée Européenne, Eurocorps, European Science Foundation, Assembly of European Region, headquarter of the European television channel ARTE...



Council of Europe



European Court of Human Rights

# Strasbourg, the european city

- ❑ Like New-York and Geneva, Strasbourg has the privilege to be the headquarter of international organisations, even if it is not the state capital
- ❑ Second diplomatic city in France, it welcomes 75 diplomatic representations and consulates



# Strasbourg, a long tradition of discussion and debate

- The meeting of 28 Heads of Government marked the 60th anniversary of NATO in 2009



Passerelle Mimram – over the Rhine



# Strasbourg, highly attractive

## ■ Population

- ❑ Strasbourg: 277 000 inhabitants
- ❑ Urban Community of Strasbourg: 475 000 inhabitants
- ❑ Alsace: 1 852 000 inhabitants



# Competitive clusters



- Alsace BioValley TM (biocluster)



- Véhicule du Futur (automobile)



- Pôle Fibres-Energivie (textile & energy)



- Hydreos (water)



# Fields of excellence



- Food processing industries



- Textile



- Mechanics



- ICT



- Material and nanosciences



# Strasbourg, an abundance of brainpower



- **4<sup>th</sup> best university of France:**
  - ❑ 44 000 students, 3 600 research assistants and professors, 200 laboratories (CNRS, INSERM), 7 engineering schools...
  - ❑ The only university campus in France which has 3 Nobel Prize winners in place
  - ❑ 87<sup>th</sup> best university according to the Shanghai's 2015 academic ranking of world universities
- **The ENA (National School of Administration): a school at the heart of Europe:**
  - ❑ Located in Strasbourg, the ENA is a key factor in the European project promotion and broadcasting (Cycle of the High European Studies)



ENA – National School of Administration



ISU – International Space University



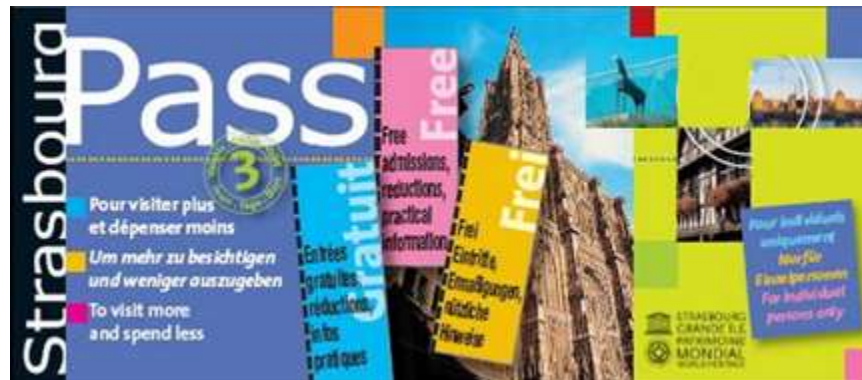
University of Strasbourg – Palais Universitaire



University of Strasbourg – Law faculty

# Strasbourg, art and culture

- ❑ 11 museums: alsatian, archaeological, historical, zoological, of modern and contemporary art, of decorative arts, of fine arts, the print room, the museum Œuvre Notre-Dame, the Tomi Ungerer museum, the Aubette 1928
- ❑ Discover all the monuments and not-to-be-missed tourist venues with the « Strasbourg Pass » (free services and reduction for museums and monuments)



# Strasbourg, an extraordinary architectural heritage

- The architecture to be seen in Strasbourg is extraordinary by any standards, with its:
  - magnificent cathedral
  - half-beam houses
  - and mediaeval streets
  - Imperial palaces...



Palais du Rhin



Cathedral



Petite France



Historical Museum

# Strasbourg, an architecture between tradition...



- ❑ The historic city centre, the « Strasbourg Grande Ile » was classified a World Heritage site by UNESCO in 1988: the first time such a honor was placed on an entire city quarter in France



Covered bridges and Cathedral



Petite France district



# ... boldness ...

- Strasbourg's modern architecture will also surprise you:
  - The European quarter
  - The monumental facade of the station covered by an immense glass construction
  - The pink granite and glass Museum of Modern Art
  - The Malraux Island



# ... and an urban prowess: the imperial district

- ❑ The Neustadt quarter houses the Imperial buildings constructed between 1880 and 1918 when the city was under German rule
- ❑ The monumental style and broad avenues give a clear picture of what the typical German city was meant to be at the time
- ❑ It remains a model of its kind even today



République Square's surroundings

# Mind the gastronomy!

- ❑ Alsace is the region in France, which has the largest number of restaurants listed in the **Michelin guide** (29 restaurants in 2016): « Le Crocodile », « Le Buerehiesel », « l'Umami », « Le 1741 », « l'Esprit Terroir » and « le Gavroche » in Strasbourg
- ❑ **Alsace wine** and its **7 grape varieties**: Sylvaner, Pinot Blanc, Riesling, Muscat, Pinot Gris, Pinot Noir and Gewurztraminer
- ❑ « **Eaux-de-vie** »/spirits (mirabelle, kirsch, plum), Marc (mixture of the best Alsatian type of wines), liquor (blueberry, blackberry, pine tree...)
- ❑ **Culinary specialities**: choucroute, tarte flambée, kougelhopf, munster, baeckeoffe, foie gras, bretzels
- ❑ **Crafted breweries**





# Meeting Industry

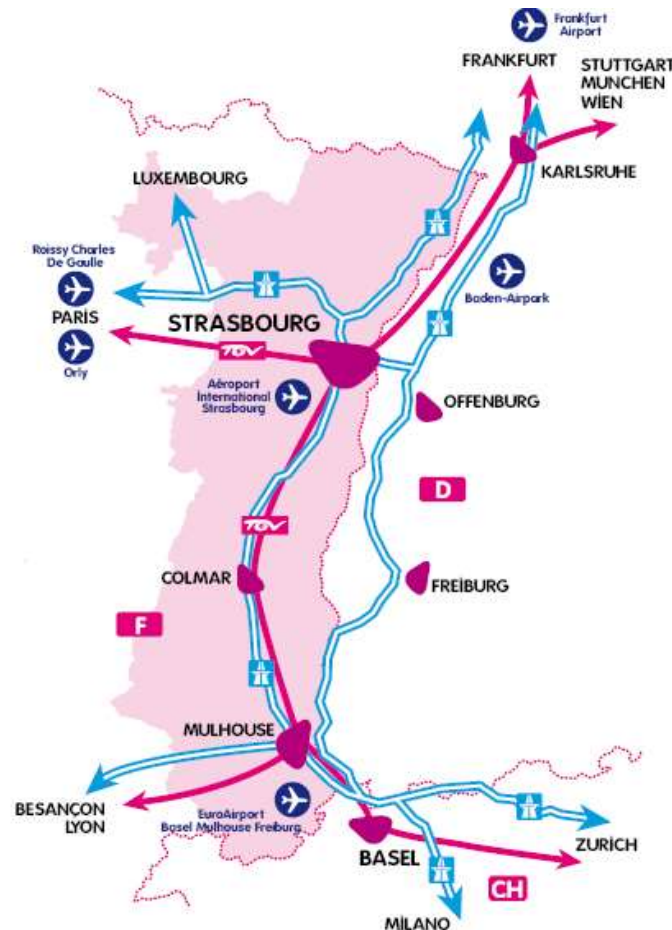
- ❑ With a strong identity, Alsace presents all features to make your stay unforgettable
- ❑ History, culture, heritage, tradition, gastronomy and vineyard – so many components which make an ideal destination for your seminars, incentives, congresses and conferences



Petite France district

# Coming to Strasbourg

- 2 airports in Alsace and more nearby:
  - Baden-Baden Airpark, Stuttgart, Francfort, Zurich
- 2 high speed train tracks



# Coming to Strasbourg



## ■ 2 airports in Alsace:

- Airport Strasbourg: 1 200 000 passengers/year

Directs flights from Strasbourg to Paris, Ajaccio, Bastia, Biarritz, Bordeaux, Lille, Lyon, Marseille, Montpellier, Nantes, Nice, Toulouse, Amsterdam, Brussels, London, Madrid, Porto, Prague

- A Train shuttle goes 4 times per hour from the airport to the city centre in 9 minutes (combined price train + tram)

- Euroairport Bâle-Mulhouse-Freiburg: 7 100 000 passengers/year

Regular and lowcost companies (Easyjet, Air Berlin) are flying from and to this airport

# Coming to Strasbourg



## ■ Strasbourg Centre – High speed train station

### □ TGV East line:

- Paris 1:48
- Roissy Charles de Gaulle 1:55
- Brussels 3:33

### □ TGV Rhin-Rhône line:

- Lyon 3:41
- Dijon 1:55



# Travelling in Strasbourg

## ■ By tram

- ❑ The tram network of the Urban Community of Strasbourg is the biggest in France with 7 lines
- ❑ Excellent connections between hotels from the city centre and the Convention Center, European Institutions...
- ❑ « My Ticket »: a preferential travelcard offer for congress, seminar and conference organisers – 3 days in Strasbourg for the price of 2 !

**my ticket**

RÉSEAU TRAM + BUS À STRASBOURG  
CIRCULEZ 3 JOURS AU PRIX DE 2 !





The Tram – Kléber square

# Travelling in Strasbourg

- Strasbourg, the « Green City »
  - Largest cycle-track network in France with more than 560 km cycle tracks
  - A shared cycle rental service - Vélhop !
- By car with a chauffeur or with a cab



# Exhibitions and Congress Equipments



	Auditorium	Exhibition space
Convention Centre - Erasme	1 824 seats	9 000 m <sup>2</sup>
Convention Centre - Schweitzer	1 182 seats	
Convention Centre - Munch	515 seats	
Exhibition Centre		24 000 m <sup>2</sup>
Zénith Strasbourg Europe	7 862 seats	2 500 m <sup>2</sup>



# Major plan for 2016: Extension and modernisation of the Convention Centre



# Major plan for 2016: Extension and modernisation of the Convention Centre

- 3 auditoriums:
  - Erasme: 1 800 seats
  - Schweitzer: 1 200 seats
  - Munch: 500 seats
- 25 meeting rooms, from 20 to 500 seats, fully-equipped and with plenty of natural light
- Network of fixed and mobile interpreting booths
- 1 multi-purpose, 2 000 m<sup>2</sup> food court
- 10 000 m<sup>2</sup> of multi-purpose spaces – exhibition halls, catering areas, and conference rooms



## Meeting venues





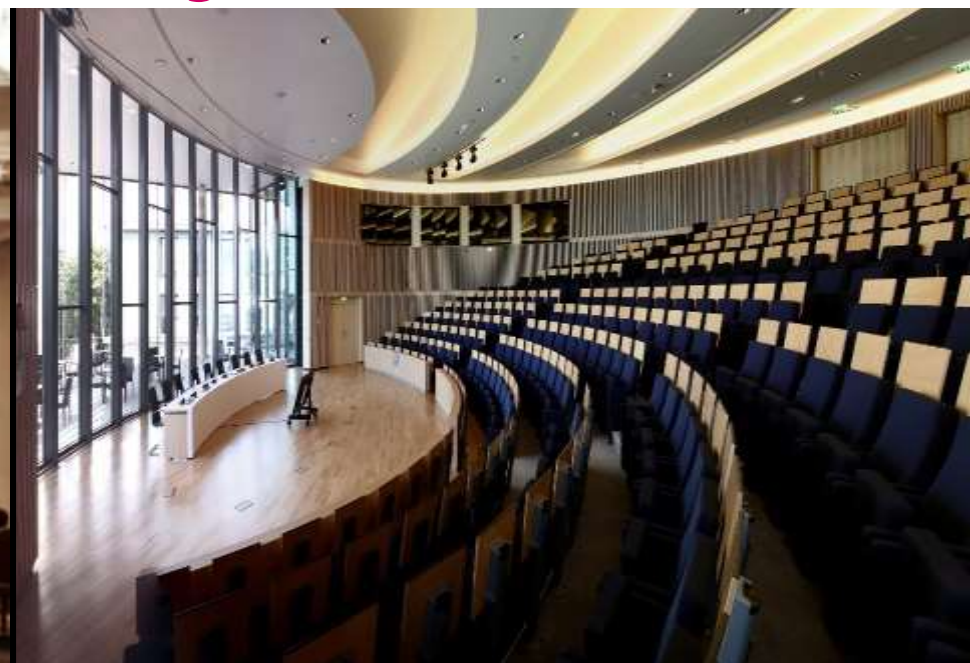
## Meeting venues







## Meeting venues



# Accommodation

HOTEL CATEGORIES	NUMBER OF HOTELS	NUMBER OF BEDROOMS
5 *	4	312
4 *	22	1 832
3 *	49	3 245
2 *	46	2 301
NC + 1*/Economic	19	663
<b>TOTAL</b>	<b>140</b>	<b>8 353</b>

And 2 000 more rooms available in less than 30 km around Strasbourg



## Accomodation





## Accomodation





## Accommodation



# Prestigious show venues

- ❑ Château de Pourtalès
- ❑ Palais Universitaire – Aula
- ❑ Pavillon Joséphine
- ❑ Maison Kammerzell
- ❑ Château d'Osthoffen
- ❑ Palais Rohan
- ❑ Musée d'Art Moderne et Contemporain de Strasbourg
- ❑ L'Aubette 1928
- ❑ A l'Ancienne Douane
- ❑ Bateau Lounge
- ❑ Royal Palace
- ❑ Villa Quai Sturm
- ❑ Espace le Kaleido
- ❑ Shadok

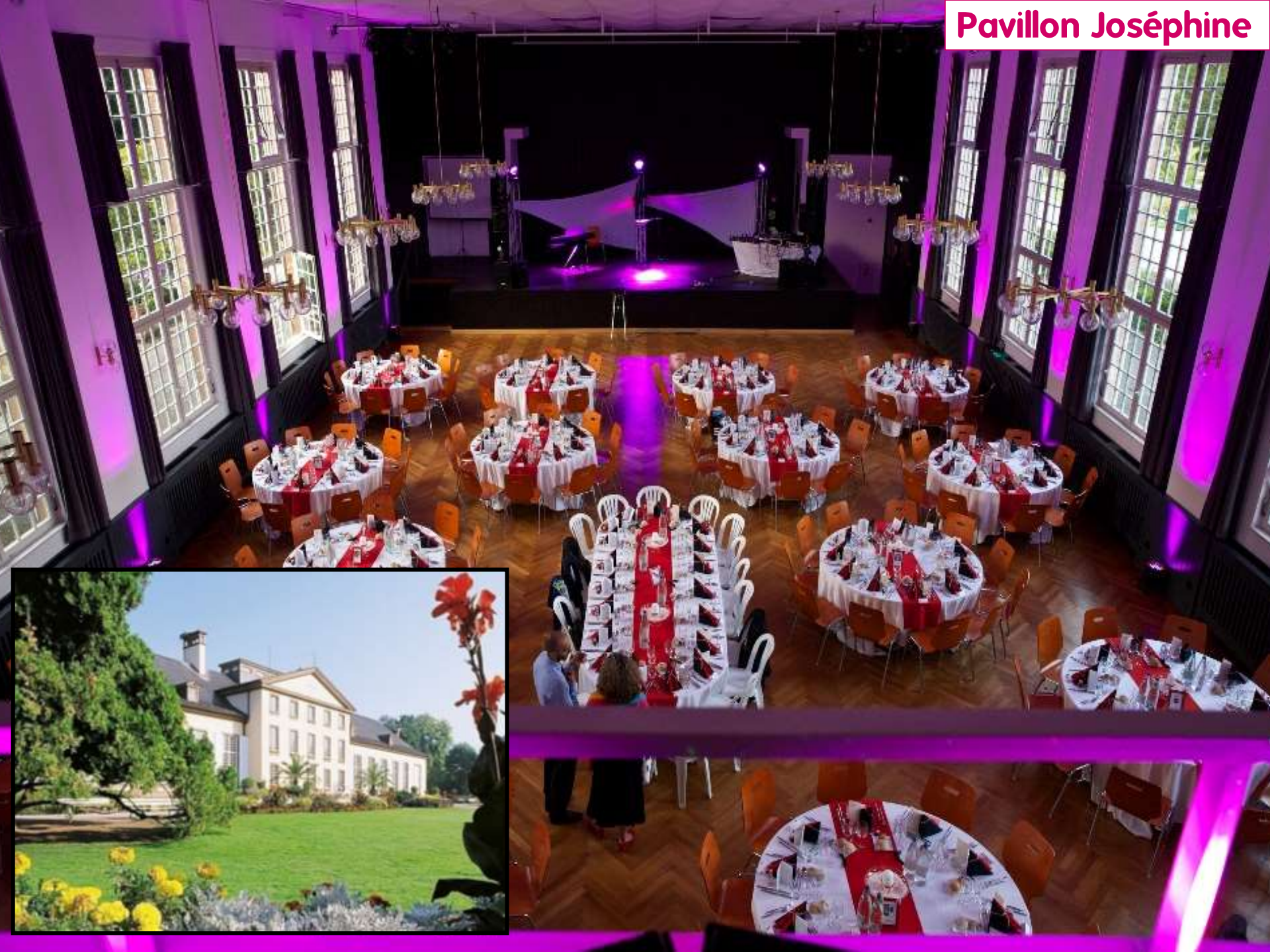


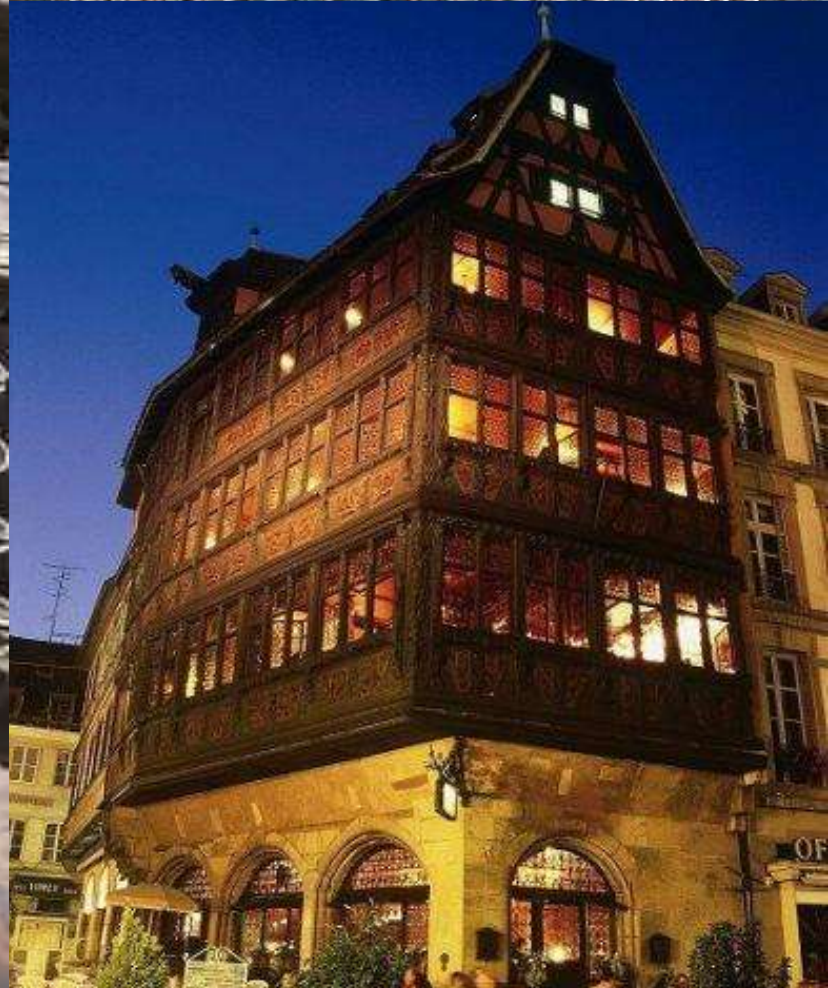
# Palais Universitaire - Aula





# Pavillon Joséphine





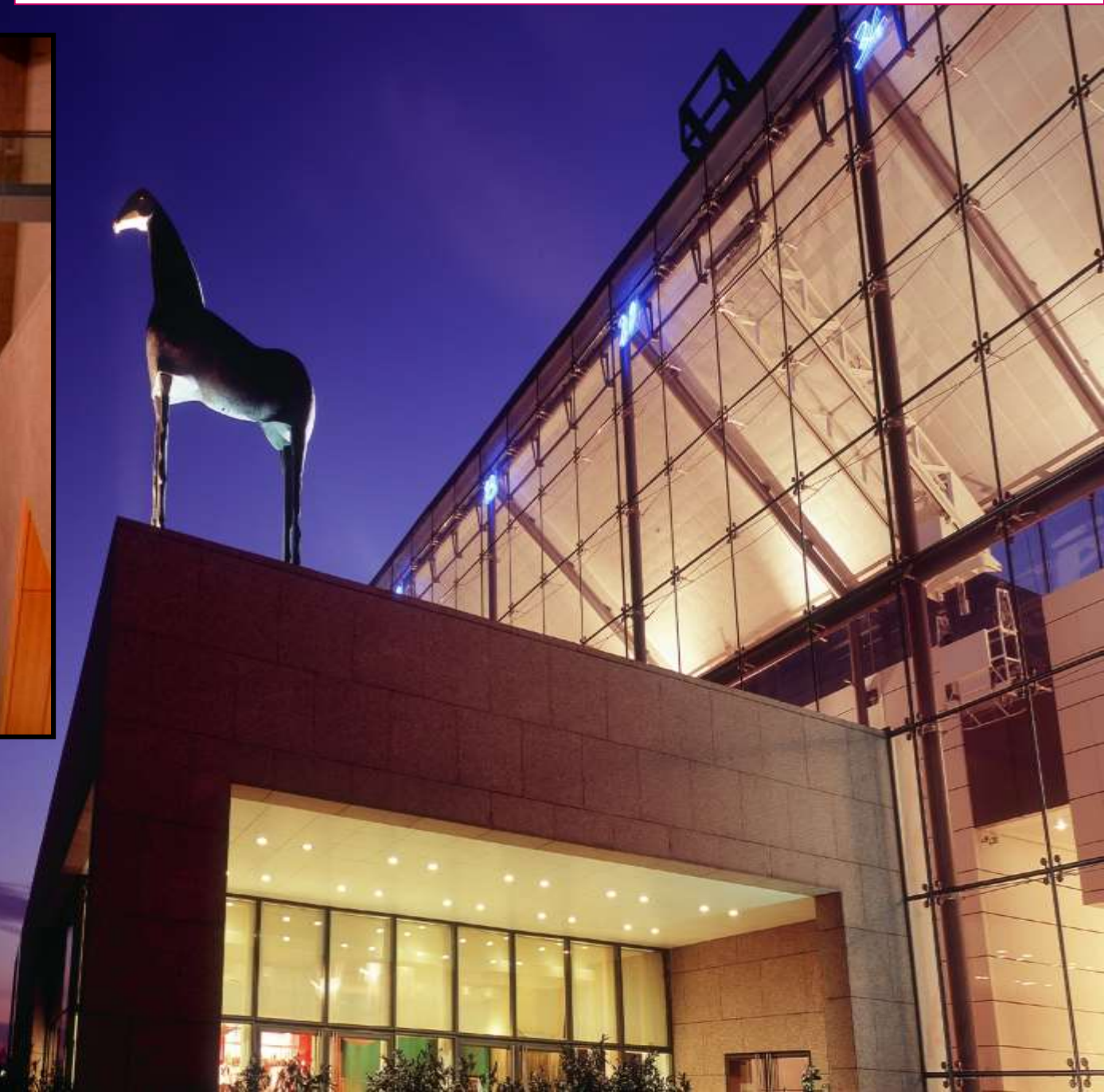
# Château d'Osthoffen



# Palais Rohan



# Musée d'Art Moderne et Contemporain de Strasbourg





# A L'Ancienne Douane





**Bateau Lounge**









# Espace le Kaleido





# Incentives

- Some proposals:

- ❑ Treasure hunt
- ❑ Visiting breweries and vineyards
- ❑ Mountain biking, river-boat for sightseeing, gourmet party, wine-tasting, canoe, accrobranching, archery...
- ❑ During the winter: igloo construction, ride in snow-shoes, skiing
- ❑ SPA and massages
- ❑ Shopping



# References

## ■ Main events:

- ❑ 24<sup>th</sup> NATO Summit
- ❑ European Network Congress
- ❑ National Notaries' Congress
- ❑ Photonics Congress
- ❑ Alfediam Congress
- ❑ E-MRS- European Material Research Society
- ❑ French-speaking world day - LION'S CLUB
- ❑ European days of the Development
- ❑ Public Accountant's National Congress
- ❑ The world Forum for Democracy





# Our services

- ❑ MyStrasbourg is your contact and will assist you in studying your specifications and in replying to them efficiently.
- ❑ As your privileged partner, we propose a global impartial approach for your event: from analysing your requirements and searching for suitable service providers and structures, through to the prior inspection visit, we offer you tailored-made services!
- ❑ Local authorities (The City of Strasbourg, the Strasbourg Urban District, the “Département du Bas-Rhin” and the Alsace region) may be called upon to give their support to events, especially scientific congresses. The Strasbourg Convention Bureau is ready and available to give you its assistance in this process.



# Our team speaks



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