



The new North Conventions Area, measuring 10,000 square metres, has considerably increased the capacity of the Juan Carlos I Exhibition Centre to cater for all kinds of business events and meetings.

Following the opening of the North Conventions Centre last September 2002, Ifema has confirmed its status as one of the largest venues for staging international meetings. The large extension of this new area makes it one of the most complete and versatile in Madrid, a city that leads the world alongside Paris and London in terms of business tourism.

Feria de Madrid, the leading Spanish fair organizer and one of the most important in Europe, has thus strengthened its range of areas and services as a Conventions Centre, as reflected by the 302 events - including 9 congresses, 37 conventions, 13 conferences and another 243 meetings of varying nature - that the organization hosted in the year 2002, eleven of which international.

Among the last year events, we might mention the following: the Second World Aging Assembly, the European-Latin American-Caribbean Summit (Nato), The Fespa Congress and Exhibition, and the 3rd World Congress of Rural Women.

In the year 2003 has been planned an intense programme of activities, including a number of important international events, such as the 55th World Congress of the International Public Transport Union, due to take place in May; the European Wind Energy Conference (Ewrc), in June, and the 10th World Congress and Exhibition of the Intelligent Transport Union, planned in November.

North Convention Centre

This area, measuring 10,000 square metres, features 20 highly-versatile rooms and an entrance-hall measuring some

540 square metres, capable of accommodating 60 stands measuring 9 square metres each.

The most useful characteristic of these rooms is the multiple possibilities they present. On the first floor, for example, the six largest rooms can be joined together to cater for some 2,150 persons. The two largest rooms (555 persons) together make up the North Auditorium and cater for some 1,110 persons, thanks to a unique system of automatically collapsible telescopic seating. The second floor offers two rooms, each measuring 300 square metres, and two large open-air terraces measuring 545 square metres, conceived for the staging of special events.

The North Conventions Centre features all the necessary facilities, such as goods lifts and car-lifts, for all kinds of exhibitions and shows. Furthermore, the Centre has two halls with catering facilities for 400 persons. What is more, the spectacular North Gate Hall offers an area measuring some 2,500 square metres, where up to 100 registration posts can be set up.

South Convention Centre

In addition, Feria de Madrid is able to offer an extensive range of rooms (17 in all) at the South Gate, close to the Underground that links the fairground with Barajas International Airport and city-centre. These rooms are also characterized by their considerable versatility to cater for groups ranging from 50 up to 200 persons.

The South Gate Auditorium, operating since the Juan Carlos I Exhibition Centre was opened back in 1991, has a capacity for 600 persons and a modern range of equipment and facilities.

The entrance-hall to this Auditorium is ideal for organizing cocktail parties and coffee-breaks, so that meetings can continue in a relaxed manner.

Catering services

All the congresses and meetings organized at Feria de Madrid have a high-quality catering service at their disposal, provided by eight companies certified by Ifema. Visitors can enjoy anything ranging from a simple snack to the most sophisticated menu at the five restaurants and numerous cafes, buffets and fast-food located in

the fairground. A qualified staff and 3,000 square metres of kitchen facilities make it possible to offer cocktail parties and banquets for any number between 15 and 15,000 diners.

These extensive and modern facilities confirm the status of Feria de Madrid as one of the largest congress centres in Europe, helping to consolidate the Spanish capital's role as the second most important destination in the world for business tourism, behind London, according to figures provided by the Icca, International Congress and Conventions Association.

Fitness, Madrid: cresce in Spagna l'interesse per le attività ginniche

L'edizione 2004 del Salone della ginnastica e delle installazioni sportive è in programma dal 2 al 4 aprile

Dall'11 al 13 aprile si è svolta a Fiera di Madrid la 7^a edizione di Fitness, fiera leader in Spagna per le attività ginniche, fitness e aerobica. La manifestazione è in crescita, in linea con l'interesse che tali pratiche sportive riscuotono in Spagna; per questo motivo gli organizzatori avevano deciso di spostare Fitness al padiglione 4, un'area di 7000 m², il 40% in più rispetto allo scorso anno.

Crescita anche dei visitatori, oltre 13.000, di cui 7.930 professionisti di settore, e di espositori, passati a 123 (78 nel 2002), con una presenza sempre maggiore di imprese estere.

I settori che hanno registrato l'incremento più significativo sono quelli dei macchinari, della dietetica e nutrizione, e dell'abbigliamento sportivo.

Ma a Fitness trovano spazio anche settori dedicati alle saune, alle piscine e alle terme, e inoltre all'estetica, alla riabilitazione e all'allenamento.

Oltre alla parte espositiva, i professionisti e gli amanti degli sport hanno potuto fruire di un fitto programma di attività collaterali, dalle esibizioni ai seminari, alle lezioni impartite da professori della Federazione Madrilenas delle Attività Ginniche.

Nel corso di Fitness si sono svolti anche il 6^o Congresso degli Imprenditori delle Installazioni Sportive, i Campionati di Culturismo e le semifinali della Lega Aerobica delle Palestre.

L'8^a edizione della manifestazione è in programma dal 2 al 4 aprile 2004.