

PRESS RELEASE

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Prague Congress Centre among Superbrands

Prague Congress Centre achieved record profits thanks to its focus on modern technology, top service and sustainable operations. Most recently PCC has received the prestigious Czech Business Superbrands award in the Exhibition & Congress Venues category. The award confirms its successful operation as a premium provider of congress and conference services.

The Superbrands award, now in its twelfth year in the Czech Republic, is presented only to brands that base their nomination on positive economic results. PCC achieved record business results in 2022 as it closed the year with a turnover of almost CZK 600 million. The business results surpassed even the year 2019, the most successful year so far.

PCC received the prestigious award by the Superbrands independent global agency for the fourth time. The programme's highest professional body, the Brand Council, is a panel of experts in business, communications, marketing, media and market research. They evaluate brands according to pre-defined criteria such as awareness, brand building, innovation and prestige. The panel considers not only an excellent reputation and business performance of each brand, but also the values that the public associates with the company.

"Being among the prestigious Superbrands for the fourth time in the Exhibition & Convention Venues category serves as confirmation for us that we are on the right track. I see it as recognition of our position in the premium congress and conference services segment. We host major international and local congresses and conferences and provide facilities for unique cultural and social events. Therefore, I believe that the strengthening of our reputation and business success will continue in the future," says Roman Sovják, Sales and Marketing Director of the Prague Congress Centre.

Media contact:

Tomas Brejcha

Marketing Manager

Tel.: +420 739 539 204

E-mail: tomas.brejcha@praguecc.cz

The Prague Congress Centre is one of the largest congress centres in the Czech Republic. It offers 70 halls and lounges for events, including equipment at the highest technical level. The advantage is excellent transport accessibility to the city centre. It also includes the Vyšehrad Business Centre and the four-star Holiday Inn Prague Congress Centre hotel with a capacity of 254 rooms. KCP has won the prestigious Superbrands award several times in a row and the EKO Gold certificate for drawing energy from renewable sources. More at | [Prague Congress Centre | praguecc.cz](https://praguecc.cz).