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The Prague Congress Centre was awarded the Czech Business Superbrands 2018

The Prague Congress Centre has been awarded the recognized Czech Business Superbrands 2018 award in March 2018, which is awarded according to predefined attributes such as brand awareness, branding, innovation, or prestige.

For the Prague Congress Centre this award means a reward for long-lasting and consistent efforts to develop the whole company.

Superbrands is the independent arbiter of branding. The Superbrands status can gain companies with an enviable reputation, with which, for example, customers associate significant values or have a personal relationship with them. The final decision is made by independent Brand Council expert committee consists of business, communication, marketing, media and marketing research professionals.

The Superbrands award 2018 means for the Prague Congress Centre prestigious appreciation of excellent brand position on the local market and support of long-term vision to be among TOP 10

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congress centers in Europe and to keep number 1 position among congress centers in the Czech Republic.

„I am really glad, that after last year’s company rebranding, we receive so prestigious award as Superbrands 2018. The gain of this award is huge support of our activities leading towards a transformation of the company in a modern, efficient, pleasant, socially responsible and technologically advanced company with first-class services. We also support fulfilling our mission to create from the Prague Congress Centre a great and friendly place for inspiring scientific, medical, commercial and political meetings, that will help new projects for a better world“, says Lenka Žlebková, Sales and Marketing Director.

The Prague Congress Centre:

PCC is the largest congress centre in the Czech Republic. It offers a wide variety of space suitable for all kinds of events from small conferences to big congresses, high technical standards and great acoustics. Its advantage is the location near the city centre, breath-taking views and municipal transportation accessibility. The total capacity is up to 9,300 people and 13,000 m² of exhibition space and the complex also includes the Vyšehrad Business Centre and the 4-star Holiday Inn Prague Congress Centre with 254 rooms. PCC has been certified with EKO Gold for being supplied 100% of electricity produced from renewable resources.

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