



PRESS FILE

# PALAIS DES FESTIVALS ET DES CONGRÈS

CANNES  
is YOURS

PALAIS DES FESTIVALS ET DES CONGRÈS  
Cannes

# CANNES



## DEMOGRAPHICS

73,903	Inhabitants
200,000	in the summer period
200,000	during the Cannes festival
2 million	visitors per year

# AN EXCEPTIONAL LOCATION

Cannes is a first rate international destination, which after several decades of tourism has developed a strong cosmopolitan character. Located 25 minutes from Nice international airport, it is the city for festivals and major congresses, a shopping paradise, the capital of the silver screen and a tourist city boasting exceptional host infrastructures.

If Cannes is now one of the global capitals in terms of tourism and professional meetings, it owes it to both an exceptional natural location and to a long host tradition for which it knew to merge professional skills with technical infrastructures in order to make the city a trustworthy and attractive destination.

The natural beauty of the location, coupled with a full accommodation offer that includes luxury hotels, with its Old Port, with the famous Croisette in its Italian-flavoured old town, with the Rue d'Antibes where luxury and elegance combine, all these are assets that make Cannes an incomparable site. The leading city in terms of business tourism after Paris, it has built its fame on the know-how and first rate facilities that make it a competitive location, preferred by the biggest international events.

## THE ADVANTAGES OF CANNES

An internationally-recognized brand.  
A global village in the heart of Europe, both modern and authentic.  
A privileged location on the French Riviera between Monaco and Saint-Tropez.  
Cannes Mandelieu business airport – the biggest in France after Paris Le Bourget.  
25 km from the Côte d'Azur international airport (the 2<sup>nd</sup> most important in France).  
A High-speed train station in the city centre.

A complete offer, including:

- a competitive international congress centre with floor space of 80,000 m<sup>2</sup> (47,000 of which is for exhibitions and meetings) in line with the new standards
- hotel facilities within the city itself offering 8,000 rooms (Accor, Barrière, Concorde, Intercontinental, Marriott, Radisson Blu) that can welcome 22,000 people.
- 3,200 shops and the biggest luxury brands
- 580 restaurants and cafés
- 3 casinos
- 33 private beaches

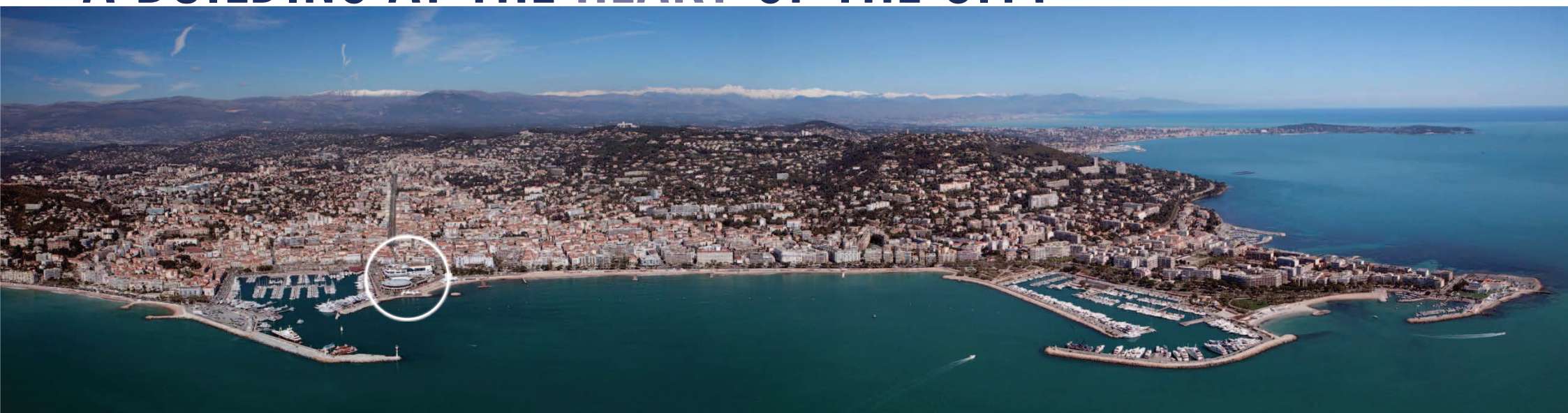




The Cannes Palais des Festivals et des Congrès benefits from an exceptional location. It sits in the heart of the city and its privileged spot allows all congress delegates to walk between the Palais and their hotels, while enjoying the beauty of the city and its bay. In the evening, it is a pleasure to relax, take a stroll, and eat in a city of human scale that allows for a blend of conviviality and the art of living.

This large building with its contemporary architecture marks the end of the Croisette beaches and the entry to the Old Port. It encompasses the Tourist Office and a casino. As a result of its unusual architecture, the Palais des Festivals et des Congrès offers events organizers an à la carte exhibition area. Each space can be adapted on request, thanks to the sites flexibility.

## A BUILDING AT THE HEART OF THE CITY



HISTORY

The history of the Cannes Palais des Festivals et des Congrès is intimately linked to that of the Film Festival, which began in 1946. In order to host this flagship event, an initial structure was built in 1949 on the Boulevard de la Croisette, the site of the current JW Marriott Cannes. In the face of the increasing success of the Festival and the emergence of business tourism, in particular with the first MIPTV events from 1965, the city of Cannes decided in 1979 to build a new Palais on the site of the City Casino.



- 1949** Inauguration of the Palais des Festivals, also known as the Palais Croisette
- 1982** Inauguration of the Palais des Festivals et des Congrès located on the Esplanade Georges Pompidou (designed by the English and French architects Bennett & Druet)
- 1988** Demolition of the old Palais des Festivals, located on the current site of the JW Marriott Cannes hotel on the Croisette.

YESTERDAY



- 1999** Inauguration of the Espace Riviera, the extension to the Palais des Festivals
- 2006** Inauguration of the Rotonde Lérins, Espace Riviera, 2,600 m² + 3,500 m² of adjoining terrace.
- 2009** Start of modernisation and refurbishment works at the Palais des Festivals et des Congrès under the government revival plan.

& TODAY



- 2009** ISO 9001, 140001 and OHSAS 18001 triple certification obtained
- 2011** Inauguration of the first phase of refurbishment works at the Palais des Festivals et des Congrès by the Minister of Culture and Communication





LEADING EVENTS CENTRE ON THE COTE D'AZUR

The Palais des Festivals et des Congrès has established itself over the years as one of the most competitive major international structures for hosting events. The leading site in the Alpes-Maritimes, with a maximum capacity of 41,600 people over 35,000 m² of exhibition space (46,000 m² with structures) within a total floor space of 80,000 m² over seven floors... all facing one of the most beautiful views possible. The Palais des Festivals et des Congrès is the largest public building in the Alpes Maritimes.

At the junction of La Croisette and the Old Port, the Palais is the flagship of the Cannes region's economy and beyond that, of the Côte d'Azur, as the effects are felt by the neighbouring cities and departments. The impact of events such as the MIPIM, Cannes Festival, MIPTV, TAX FREE, etc. is a positive one on a national scale.



KEY FIGURES ON THE PALAIS (2010)

264 000	accredited participants
47	professional events
250	days in operation
€818 438 271	economic benefit
16 937	jobs created
€33 213 858	in turnover
€1.5 million	per year devoted to actions promoting tourism
Business tourism represents almost 40% of the hotel trade	

A CONSTANTLY DEVELOPING & EFFICIENT TOOL

This “new” Palais, already extended by the Espace Riviera and the Rotonde Lérins, has been refurbished, refreshed, refined, brought up to the strictest standards in terms of safety and adapted to the exact requirements of business tourism.

Among the new logistics and safety installations, the ones to remember are the new monumental staircase on the port side to allow a better flow of public; the redevelopment of all emergency exits; the replacement and relocation of an air inlet with a flow of 500,000 m3 per hour; the installation of an additional goods lift to supply the various floors of the Palais from La Croisette.

The refurbishment of the Palais was also important in order to integrate it further into the Cannes urban area without conflicting with the eye-catching view of the horizon, the Îles de Lérins or Le Suquet.

1,200 m² of new glazing that is perfectly integrated into the original concrete walls brightens the building, as does the new colour on the façade, chosen in 1979 with the

“Cannes has become the dream city for hosting international congresses and major events. It is this position that it must now retain in a climate of increased international competition”

Frédéric Mitterrand,  
Minister for Culture and Communication  
4 April 2011 in Cannes

architect François Druet, the “father of the Palais”. 4,000 litres of white paint were needed for its transformation in 2010 and 2011. In the end, the Palais has taken on the look of a ship about to set sail.

In the west, the entrance to the casino has been renovated for better integration into the building. Moreover, it is accessed from a transformed forecourt that stretches from the casino to the steps of the Théâtre Debussy, rolling out a carpet of beige cénia and grey basalt.

With regard to the “Chemin des Etoiles” (handprints of the stars), famous amongst lovers of the cinema and a veritable “memory” of the Festival, it is now paved with prints made in stainless steel.

Future projects, the securing of installations, the refurbishment of the building and surrounding area, are a mark of the confidence bestowed by the city of Cannes and the SEMEC on this efficient tool.

With the renewal of a PSD (Public Service Delegation) for ten years, the city is therefore allowing it to continue with these essential investments for the future.

“In addition to the undeniable tourism and cultural issues on an international scale, these works constitute a challenge in terms of economics and social capital in order to strengthen the reliability of our offer and the attractiveness of Cannes”

David Lisnard,  
Chairman of the Palais des Festivals et des Congrès  
First Deputy Mayor of Cannes

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### THE INFRASTRUCTURE

80,000 m²	of floor space, including 46,000 m² of exhibition space (with structure) spread over 6 floors
5	auditoriums (150 to 2,300 seats) including the Grand Auditorium (2,300 seats) and the Auditorium Claude Debussy (1,000 seats)
26	meeting rooms (from 10 to 80 seats)
1	press room (208 people) and 2 editorial suites (180 and 105 people)
Several terraces (from 150 to 3,500 m²)	
The Rotonde Lérins (2,600 m²)	





KNOW-HOW PROVIDED BY PROFESSIONALS

300 PROFESSIONALS WORKING TOWARDS QUALITY

A team of specialists, representing nearly 100 corporate bodies, works to organize events on an international scale held within the Palais des Festivals et des Congrès.

The expertise, experience, reactivity, rigour and professionalism brings essential added value to a structure prepared as much for the biggest global events as for local meetings.

From marketing to reception, via trades concerned with stage-setting, design, promotion, production, the security of people and property, logistics, technical matters, maintenance and even management, the employees of the departments concerned meet the challenge of guaranteeing the success of the most demanding congresses, exhibitions, seminars, galas, spectacles and festivals on an everyday basis.

FIRST-RATE SERVICES AND EQUIPMENT

With state-of-the-art new technologies, the Palais offers a range of competitive services meeting the organizers' expectations and makes highly-qualified departments available to them.

The Palais boasts auditoriums, sub-committee rooms and exhibition spaces equipped with the latest technologies.



KEY FIGURES:

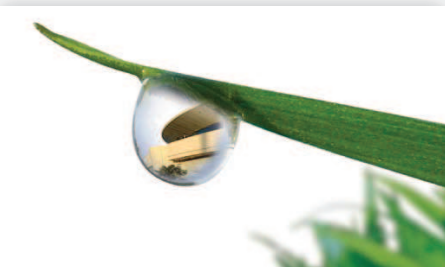
- 300 permanent employees
- 100 corporate bodies
- 250 days in operation



# GREEN PALAIS FOR A BLUE PLANET

## LEADING TRIPLE-CERTIFIED EUROPEAN CENTRE

On 21 December 2009, the Palais des Festivals et des Congrès won ISO 9001, ISO 14001 and OHSAS 18001 triple certification (Quality – Safety – Environment). A distinction that rewards a sustainable development and continuous progress approach that has been followed for several years.

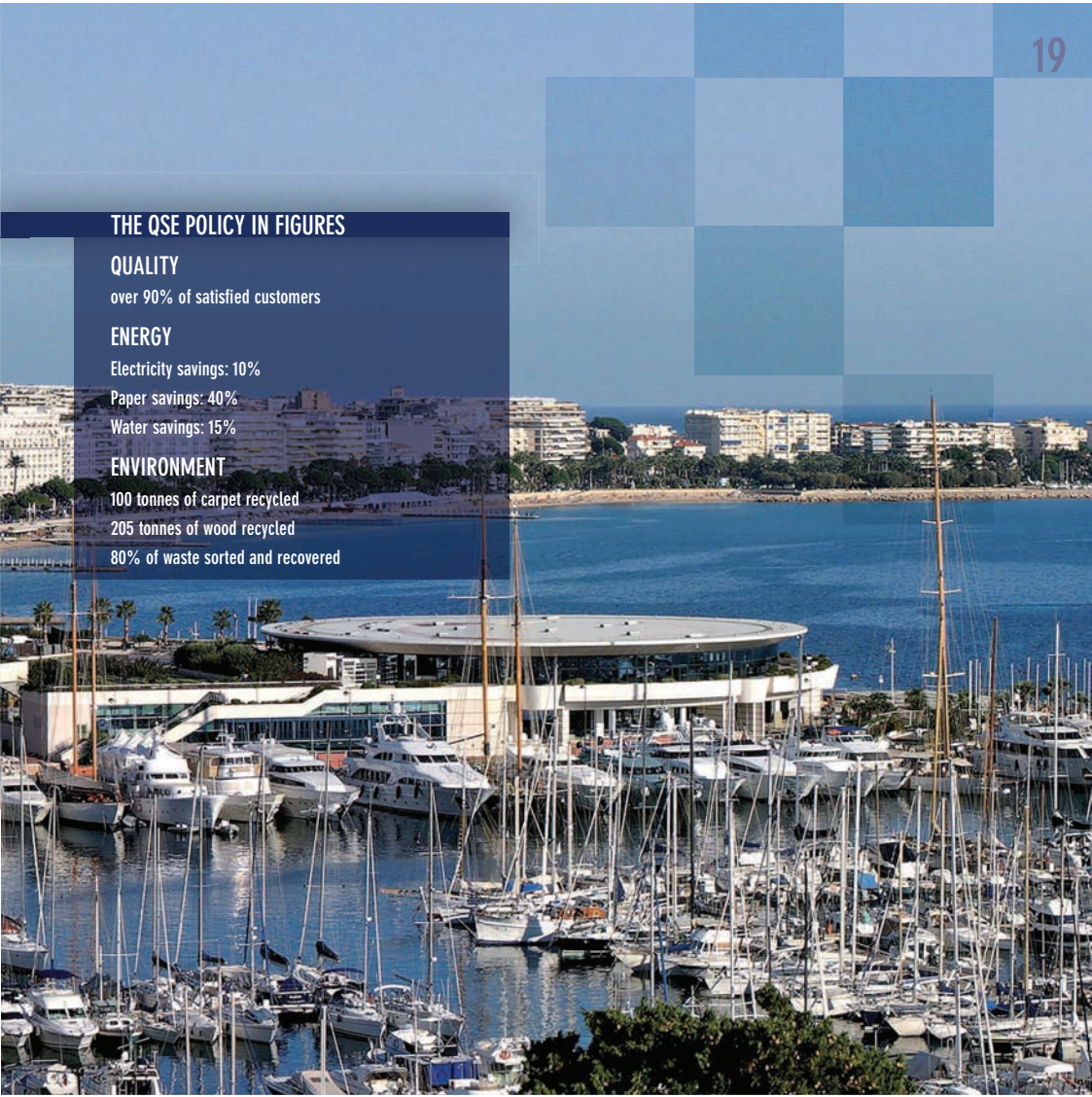


This allows the Cannes congress centre to develop its performances and strengthen the trust of its customers and partners.

- The main aims being:
- to position itself as the leading congress centre for quality of service in its procedures and in the services provided to customers.
  - to control the risks in terms of the health and safety of employees and the public, and thus to reduce the number of accidents and their seriousness, and also the number of occupational diseases.
  - to reconcile economy and ecology and raise the awareness of its customers regarding these values that are essential for the environment.

This triple certification is, according to Martine Giuliani, Managing Director, *the conclusion of several years of work that highlight the determination and commitment of all staff to take part in this dynamic. Our Quality Security Environment Integrated Management System conveys our desire for continual improvement to the complete satisfaction of our clients.*

Now Quality – Security – Environment triple-certified and, since January 2011, benefiting from the French Congress “Quality and sustainable development” certification, the Palais des Festivals et des Congrès has additional bonuses available to its clients. The choice of the destination and its main facilities for B to B events has also become an eco-responsible gesture.



### THE QSE POLICY IN FIGURES

- QUALITY**  
over 90% of satisfied customers
- ENERGY**  
Electricity savings: 10%  
Paper savings: 40%  
Water savings: 15%
- ENVIRONMENT**  
100 tonnes of carpet recycled  
205 tonnes of wood recycled  
80% of waste sorted and recovered



G20: A FIRST IN FRANCE

Washington, London, Pittsburgh, Toronto, Seoul... all major, and even capital, cities, global centres for finance, diplomacy and industry. Cannes has joined the list of cities that have organized the G20, a meeting of the most powerful political leaders on the planet.

Cannes has, in fact, succeeded in blending a high potential for identity, linked to both its historic architectural heritage and its geographical location, with a unique know-how in hosting events on a global scale. The label "Cannes, global village", anachronistic at first glance, is certainly one that best expresses the combination of the two major reasons that dictated the current choice for the city organizing the G20. The site itself, which allows the city to stretch harmoniously along a beach of fine sand up to a key working area of hotels, restaurants and boutiques, results in a unique location that cannot fail to charm the participants, relaxed from the tedious business trips, and the teams responsible for security. We remember the European summit in 1995 when the German Chancellor Helmut Kohl and the French President Jacques Chirac walked to the Palais from their hotel... or even the African-French Summit in February 2007. The professionalism of the Cannes region, as seen in all the corporations involved in organizing major events, is itself unique. It is the result of a long tradition

of welcoming distinguished guests, which began in the middle of the 18th century with the arrival of the English aristocracy. However, the city has not rested on its laurels, as golden as they may be! It very quickly added business tourism to luxury tourism, and all this in the wake of the Film Festival. It is "THE" meeting for which the entire planet envies us, the most media-covered event in the world along with the Olympic Games and the football world cup. It could, however, also cite the International Television Programme Market, or that for Audiovisual Content, or for Music, Property, New Medias, the Advertising Festival, the first one in the world, Tax Free, the largest international "duty free" trade fair... The choice of Cannes to organize the G20 stems back a long way and bears witness to the attractive nature of the city, the acknowledgement of faultless professionalism and the trust placed in the teams and infrastructures.





# LA SEMEC AT THE CONTROL

## OF THE PALAIS DES FESTIVALS ET DES CONGRES SINCE 1992

With a certain degree of success, SEMEC plays the role of the captain of the flagship of the Cannes region's economy: the Palais des Festivals et des Congrès.

The success of this long-term enterprise does not, however, result purely from the management, however rigorous and audacious, of a famous exhibition building that has seen some of the most media-covered events in the world take place within its walls.

The specific nature of SEMEC, a structure under private law with a capital (€2,400,000) divided between the public sector, namely the city of Cannes in the order of 80%, and the private sector in the order of 20%, is to gather within a single organisation three different, but complementary, lines of development: the management of the Palais des Festivals et des Congrès, which it has efficiently taken over since 2001; the concerted promotion of the city in terms of tourism; and the organisation of public cultural events.

It also carries out an advisory role for all the local partners.

This unity in decision-making and action from a single tool allows energy losses to be avoided.

SEMEC and hotel partners join forces within marketing committees, in order to promote the destination. The speed of production, the flexibility in the management, the launch of promotions determined from market analysis, the organisation of targeted events, and the transparency in all points, are consequently appearing to be so many determining advantages in a highly competitive sector.

The winning tenderer of a public service delegation that is renewable in 2021, SEMEC is serenely preparing the future with fierce determination and constantly renewed enthusiasm.





# AN EFFICIENT TOOL AT THE SERVICE OF A CITY



Management of the Palais des  
Festivals et des Congrès

Commercial and promotional  
dynamic

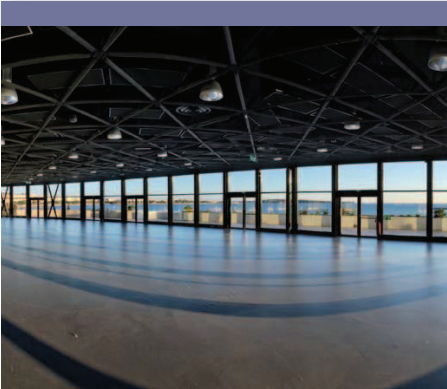
A major cultural centre for  
a local and international  
public

## MANAGEMENT OF THE PALAIS DES FESTIVALS ET DES CONGRÈS

The management of the Palais des Festivals et des Congrès constitutes the heart of SEMEC's actions, not because its other tasks are less important, but because hosting fifty flagship events, alone generating 280,000 to 300,000 visitors to the venue every year, forms the basis of the Cannes region's economy and the bulk of the Palais' resources.

Some sectors of activity achieve 10% of their annual turnover during the fifteen days that the Film Festival is held... And from 15 to 20,000 people living in the Cannes basin see, every year, that their jobs depend directly or indirectly on the "good health" of the Palais.

The role of the SEMEC therefore appears as the determining factor since it means developing the loyalty of or winning exhibitions, festivals and congresses, reserved for professionals, which are not lacking in extremely aggressive approaches by competitive cities with almost limitless means. Cannes, which is more than ever a "global village" must consequently highlight the knowledge that underlines its difference. SEMEC has the duty to make available to its organizers, whether they are pioneers of business tourism in Cannes or new customers, a tool that is suitable, efficient, safe, pleasant to live in, easy to understand... The refurbishment and security works, the "new look" for the façade and the extension projects are concrete responses to expectations.



However, SEMEC must also, in addition to the day-to-day management of the structure and hosting, organise here and abroad the marketing for the centre's exhibition spaces by taking part in trade fairs and working with agencies specialized in organizing congresses.

The development policy, run in close collaboration and full complementarity by SEMEC, the socio-professional partners and the city of Cannes, set up as a veritable permanent "task force", is the basis of a success that has not, to date, been proved wrong.

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2012 ANNIVERSARIES

30 years of the Palais des Festivals	1982/2012
65 <sup>th</sup> Cannes Festival	30,000 delegates
59 <sup>th</sup> International Advertising Film Festival	9,000 delegates
49 <sup>th</sup> MIPTV	14,000 delegates
45 <sup>th</sup> MIDEM	10,000 delegates
35 <sup>th</sup> Pleasure Boat Festival	50,000 visitors
28 <sup>th</sup> Tax Free World Exhibition	14,000 delegates
27 <sup>th</sup> MIPCOM	13,000 delegates
22 <sup>nd</sup> MIPIM	20,000 delegates
17 <sup>th</sup> MAPIC	8,000 delegates
10 <sup>th</sup> ILTM	3,000 delegates
11 <sup>th</sup> Mare di Moda	3,000 delegates



SEMEC DEVELOPS ITS CUSTOMERS' LOYALTY

**The perpetuation of existing trade fairs** – in an international environment that has become ultra-competitive – and partnerships entered into between the city, the Palais des Festivals et des Congrès and historic customers, Reed Midem (MIDEM, MIPIM, MIPTV-MILIA, MIPCOM, MAPIC) and the *Association Française du Festival International du Film de Cannes* highlight the trust conferred on Cannes as a destination by the organizers. Essential events on the international calendar for the industries concerned, every year these generate an average of 70,000 to 80,000 visitors for the Reed Midem events and 125,000 for the Film Festival (of which 30,000 accredited professionals and 4,500 journalists). This action is coupled with hosting several “rotating” events (Notaries Congress, Perfume Makers Congress, Council Housing Congress, etc.) which bear witness to the dynamism of SEMEC’s commercial policy.

**18 November 2010: a new partnership contract between Reed MIDEM and SEMEC confirms the major events will continue at Cannes for a five year period from 2011 to 2015.**

“SEMEC has, for several years, been an essential partner for Reed MIDEM. Its directors, David Lisnard and Martine Guilian, know our needs perfectly, which is a must for us. The works started several months ago bear witness to their desire to deliver a work tool suited to the requirements of our trade fairs and above all of our clients. The signature of this contract confirms our complete trust in the strategy put in place by the team from the Palais des Festivals et des Congrès.”

Paul Zilk,  
Chairman of Reed MIDEM

Tax Free World Exhibition, the Advertising Film Festival and even the ILTM also renew their confidence in the City and in the Palais des Festivals et des Congrès and regularly sign five-year contracts.

**17 January 2011: The Association Française du Festival International du Film (AFFIF) and SEMEC signed a new partnership agreement for a period of five years.**

“The Cannes Festival is very pleased with this renewed and strengthened agreement with SEMEC, a privileged partner within the City of Cannes. I particularly appreciate the high level of competence of its directors and its teams, their reactivity, their ability to listen and above all the acknowledgement of the supremacy of our event over all those that the Palais hosts throughout the year”

Gilles Jacob,  
Chairman of the AFFIF



COMMERCIAL AND PROMOTIONAL DYNAMIC

Synergy: this is the word that most accurately defines the policy decided on and implemented by SEMEC in order to promote "Destination Cannes" as a whole. This synergy in the choice of themes and markets, extended by a synergy in the actions to be taken, is the keystone in the success of the Cannes region's tourism policy, both for business and leisure tourism.

The Palais des Festivals et des Congrès is an anchor point in the centre of a key site, where all the offers in the immediate vicinity are adapted to demand – regardless of the area – customers of conference delegates – luxury - the most fortunate clients, "people", captains of industry, heads of state – or popular.

The range of offers and products is a full one, driven throughout the world by a single vector, SEMEC. Upstream, it is also a major asset when it comes to selecting efficient "marketing" plans and priority growth markets.

The seduction operations are targeted, so that even when "Destination Cannes" is offered in a chosen country, SEMEC agents know that they are operating on favourable ground with an appropriate offer.

This is why Cannes sees Europe, the USA, India, China, Russia, the Emirates, and more recently, Brazil, parading from the Palais des Festivals et des Congrès to Suquet, from the beaches to the museums... SEMEC, in conjunction with the professionals from the Cannes region, broadcast the name Cannes. This same voice finds a unique echo, one that is amplified and credible.

Since 2001, SEMEC has been fully financing the tourism administrative public service, which is responsible on behalf of the city for developing the destination both for leisure and business. This goes via a multitude of marketing and tourist actions up to the organisation of international cultural events such as the Festival of Pyrotechnic Art, or the International Games Festival. Consequently, nearly 1.5 million euros are devoted each year to promoting the city of Cannes and the Palais des Festivals et des Congrès.

AN AUDACIOUS CAMPAIGN: CANNES IS YOURS

Common to both business and leisure tourism, this concept is based on the feeling that the city is appropriated by the customer. Offering a company the opportunity to "live the Cannes life" in order to organize its event, or even giving a holidaying family the chance to benefit from the city's cultural diversity is a major plus for the destination. Living the Cannes experience, recognized throughout the world in terms of hosting and organizing major events, is to appropriate this "global village" and have a guarantee of the quality of service that only a major brand can offer. The campaign highlights the competitiveness of Cannes in terms of product launches to events agencies or "direct" to corporations. The message is simple: highlight the ease of organisation, in setting the scene for the event and the value added by the exclusive nature of "the city is yours!"



TOP 10 CUSTOMERS BY NATIONALITY

- |                 |                 |
|-----------------|-----------------|
| 1 France        | 6 Belgium       |
| 2 Great Britain | 7 Europe, other |
| 3 Italy         | 8 Russia        |
| 4 United States | 9 Switzerland   |
| 5 Germany       | 10 Middle East  |



FINANCING THE TOURIST POLICY



The attractiveness of Cannes, creator of richness and thus jobs, constitutes a major objective of the policy followed by the city, which has multiplied actions in order to refurbish, modernise, secure and improve the quality of life in the city and the quality of its environment.

If this policy of global actions allows for a deep-rooted and concrete improvement to the living environment, it also plays a part in strengthening, in a highly competitive context, the value added by Cannes as a seductive and competitive tourist destination.

This global policy in favour of attractiveness is coupled with a specific tourism policy; in fact the City made the "historic" choice several decades ago: to confer management to a private partner (SEMEC) in order to optimise its performance/cost ratio via this management method.

In terms of finance, the tourism policy in Cannes has seen a process (rare enough to be highlighted) of high reductions in costs to the taxpayer, proving the good economic and social health of the Palais des Festivals et des Congrès.

The dynamism of the tourism policy results in a clear vision of Cannes as a brand, of rigorous management of the congress centre and of united actions with professionals in

a mutual approach (creation of the Only Cannes Charter, close participation of professionals in drawing up the commercial action plans, etc.). The peaks of activity are constant (2001 and 2008); these correspond with international tourism cycles.

Among the tourism dynamic factors, the cultural and events offer is an essential component.

Therefore, since 2001, SEMEC has been committed to proving rigour (reduction in production costs) in the management of this activity, while using its imagination to renew and revitalize the cultural image of Cannes, thanks to innovative programming (Pantiéro, Jazz at Domergue, Electronic Beaches, Break The Floor, etc.).

The Information and Assessment Mission for the tourism policy, composed of all the political groups in the city

assembly, presented its report at the Cannes municipal council on 20 June 2011. This report conveyed the breakdown of the tourism policy pursued by the City and its agent, SEMEC. SEMEC's results show over the period 2001-2010 an immersion in the entrepreneurial reality of economic competition. Its structural organisation has particularly favoured the Cannes region taxpayer.

The operation of the three Cannes Tourist Offices is under the direct responsibility of SEMEC. It is the only tourist office of its kind operating in France, without public money and without finance from local socio-professionals.



RECEPTION: MOBILISATION OF ALL PLAYERS IN TOURISM

In order to develop the “Cannes” brand, the Palais des Festivals et des Congrès, along with its tourism partners in the Cannes region, follow an active policy of promoting the destination.

The diversity of the offer of the Cannes region, its professionalism, the quality of its infrastructures, and the willingness of those involved are all assets for instilling and perpetuating a successful dynamic. The competition remains very strong and the partners are aware of this challenge and are mobilising in order for the image of Cannes to equal excellence.



Presentation of Cannes as a destination on the various markets (Paris, Milan, Zurich, London)

As a result, hotel owners, restaurateurs, beach managers, taxis, shopkeepers, car park operators and estate agents from the Cannes region, together with SEMEC, decided to increase the destination’s reliability by developing the image of local professionals. An objective that favours the permanent improvement of the quality of services offered to consumers and guarantees the competitiveness and attractiveness of Cannes as a destination, including with regard to companies that organise congresses.

These Cannes region tourism professionals are committed, via a Service Quality Confidence Charter entitled “Only Cannes”, to guaranteeing a high level of service, at a fair price.



The Tourist Office, a department of the Palais des Festivals et des Congrès, remains the preferential link between visitors and the City’s economic players.

It currently benefits from a 4\* classification, from NF Service AFAQ AFNOR (French standard) certification, Tourism Quality certification and the Tourism and Handicap label for the four types of disability.

Financed entirely by SEMEC, thus without recourse to the public coffers, the major developments to the Tourist Office since 2002 firm up the strong desire that drives the City and the Palais, to provide a quality service to all their visitors.



There are two websites dedicated to the welcome and promotion of the destination:

[www.cannes.travel](http://www.cannes.travel) is the official information site of the Cannes tourist office. It allows for preparation of a trip so that Cannes, its activities and its tourist attractions can be discovered in the best way possible.

[www.cannes-hotel-reservations.fr](http://www.cannes-hotel-reservations.fr) offers a dynamic and reliable system in relation to booking accommodation, thanks to involvement of hotel owners. Congress organizers will find all the information required for the correct organisation of its event, with availability shown in real time.



A MAJOR CULTURAL CENTRE FOR LOCAL AND INTERNATIONAL AUDIENCES

If Cannes' location offers a fairytale spectacle in itself – from La Croisette the view of the Iles de Lérins in the Mediterranean is magical, both day and night - it would not be sufficient to attract and retain a cosmopolitan clientele year after year that is ever increasing... and loyal, in a world where ephemeral is king. Everyone on stage!

In a natural décor and a long tradition of hosting congresses and trade fairs, of which the Cannes Festival is the figurehead, SEMEC has made the ambitious choice of organizing strong cultural events. All kinds of audiences find themselves there, both locals and tourists. Over fifty spectacles take place between October and April, in addition to the famous international Festivals that give rhythm to the seasons "Go out in Cannes" and "Summer in Cannes", such as the Interanational Dance Festival, the International Festival of Pyrotechnic Art, Musical Nights at Suquet, the Cannes Salsa Festival, Jazz at Domergue, the International Games Festival, the Festival of Russian Art, Cannes

Pantiéro and the September concerts. Performing arts, theatre, dance, comedy, circus acts, etc. give rhythm to life in Cannes and highlight the centres of local heritage, the historic, such as Suquet, and the modern, such as the roof terrace of the Palais des Festivals et des Congrès. The common thread of all these festivals and events is innovation and creativity. On the stages of the Cannes region, the starting points for tours on the five continents, global creations presented as a preview no longer count, particularly in terms of dance and games.



Nina Hagen, 25 September 2010



Iggy Pop, 27 September 2008



GO OUT IN CANNES is over

40,000	spectators
750	season ticket holders
50	spectacles



Dogora Concert, 19 April 2011

## NINE FESTIVALS THAT ARE OVERTURNING TRADITION

THE MAJOR FESTIVALS IN CANNES REGION KNOW HOW TO INNOVATE TO BETTER SEDUCE AND AMAZE

### GAMES FESTIVAL

This is the most important French-speaking consumer event, dedicated to the entire games universe: board games, video games, simulation games, traditional games, etc. Champions, amateurs, publishers and designers circulate in 30,000 m<sup>2</sup> of exhibition and tournament spaces visited by 170,000 people. For 26 years the Festival has followed the development of new market trends for games and develops this, in particular through its "Golden Ace – Game of the Year" prize that rewards the best game published during the year.

### SALSA FESTIVAL

Essential summer gathering for all Latin dance lovers. This unusual festival offers spectacles, concerts, demonstrations and lessons for everyone throughout the course of a weekend.

### FESTIVAL OF PYROTECHNIC ART

The biggest festival in Europe sees the companies held in the highest regard competing for the Vestale d'Agent or Vestale d'Or, synonymous with excellence.

Over the course of six evenings, over one million people are gathered on La Croisette to attend these fairytale events.

### MUSICAL NIGHTS AT SUQUET

These nights are the essential gatherings for summer music lovers. There are two contestants in the Musical Nights at Suquet: the magic of the location and the exceptional concerts! Since 2011, the Musical Nights at Suquet sport a new identity with a musical programme that is still classic, but enriched by artistic encounters from other areas of the performing arts.

### PANTIERO FESTIVAL

The Festival covers the new musical trends and plumps each year for a highly specialized programme, unveiling new talent. It is now recognized as one of the essential summer festivals in France.

### JAZZ AT DOMERGUE

Under the stars, jazz concerts are given in the stunning Mediterranean gardens of the Villa Domergue, the famous residence clinging to the side of California hill.

### FESTIVAL OF RUSSIAN ART

Russian culture in all its glory, from folklore to music, via dance, cinema, gastronomy and even fashion.

### SEPTEMBER CONCERTS

Between two seasons, the September concerts host artists on the stage of the Grand Auditorium, in an extremely diverse range of musical expression: rock, French singers, reggae, hip-hop, electro, etc.

### DANCE FESTIVAL

Witness to the dynamism and diversity of the art of choreography today, the Cannes Dance Festival is now considered as one of most awaited events in France. For its 18th edition, it was orchestrated by Frédéric Flamand, who provides the artistic direction for the biannual events in 2011 and 2013. It is an invitation to discover this universal body language around contemporary expressions and the diversity of current choreographic writings. It also promotes the birth of new talent by enrolling them on the international stage, without forgetting to put regional talent under the spotlight.







# CALENDAR OF MAJOR EVENTS IN CANNES REGION

## PROFESSIONAL EVENTS

January	MIDEM
March	MIPIM
April	MIPTV
May	CANNES FESTIVAL
June	ADVERTISING FILM FESTIVAL IDEF WATER SYMPOSIUM
September	PLEASURE BOAT FESTIVAL
October	MIPCOM TAX FREE
November	G20 MAPIC MARE DI MODA
December	ILTM

## CONSUMER EVENTS

January	RUSSIAN NEW YEAR
February	INTERNATIONAL GAMES FESTIVAL
April	CANNES SHOPPING FESTIVAL
June	PERFORMANCE D'ACTEUR CANNES JUMPING INTERNATIONAL
July	CANNES SALSA FESTIVAL FESTIVAL OF PYROTECHNIC ART MUSICAL NIGHTS AT SUQUET ELECTRONIC BEACHES
August	JAZZ AT DOMERGUE FESTIVAL OF PYROTECHNIC ART PANTIERO FESTIVAL FESTIVAL OF RUSSIAN ART
September	SEPTEMBER CONCERTS ROYAL REGATTAS
November	DANCE FESTIVAL

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