

Press release  
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## **CONGRESSES WILL STILL BE ORGANIZED AT BEAULIEU**

**Lausanne, June 2016 - The potential for hosting congresses and other medium and large-scale events at Beaulieu is unique. Furthermore, by holding these events it fulfils a need of those involved in the regional economy. This is why the Beaulieu Foundation has now taken charge again of managing the Congress and event activities, which to date have been handled by MCH Beaulieu Lausanne SA, and is hiring the necessary resources to develop and continue this activity.**

Anyone organizing congresses and events will always be happy at Beaulieu. Since May 1, 2016 the Beaulieu Foundation is now in charge of organizing these events, following the decision of MCH Beaulieu Lausanne SA to concentrate its activities on the shows and exhibitions.

### **BEAULIEU, A SITE WITH UNIQUE POTENTIAL**

Two recent studies, one by the Foundation and the other by the Lausanne Tourism authority and the region of Lausanne, demonstrate that the prime need of business travel in Lausanne is to host Congresses and events catering for between 300 and 1,200 persons. Beaulieu is the ideal response to this request, combined with the hotel accommodation available in the region and what is available at the SwissTech Convention Center. It is also one of the rare centers in Switzerland that is able to organize events for more than 4,000 persons, whilst also being able to offer an adequate number of rooms for breakout sessions. Furthermore, Beaulieu benefits from 12,000 sq.m. of magnificent gardens that are freely accessible, located in the prime position of the downtown area, close to all amenities and transport options. A unique trump card in the region.

### **CREATION OF A CONGRESS AND EVENTS DEPARTMENT**

Based on this information, Beaulieu Foundation has decided to step up to the challenge and continue to host this sort of event, which is the mainstay of business tourism in Lausanne. With this in mind, it has created a Congress and Events department. Situated in the Palais de Beaulieu, the Congress Center will from now on offer around twenty areas with scope for modular configuration where events can be hosted to cater for medium to large numbers of guests.

In order to develop this activity, the economic consequences of which are important both in financial terms and in terms of image, the Foundation will make a series of investments in the main building. Management of the new department has been put in the hands of Geneviève Koch, who was formerly the Event Manager and then Head of the events project at MCH Beaulieu Lausanne SA, as Convention Center Manager. Her excellent knowledge of the premises and the business will maintain high standards during the transition, and she can also rely on a professional and experienced team. Her mission is both to manage current activities and to promote the site at a regional, national and international level. With this in mind, the Foundation is now a member of the Lausanne Convention Bureau.

Finally, the Foundation has developed a new visual identity with a graphic design that matches the design for the Beaulieu Theater society, and has been reproduced with new colors that are both dynamic and elegant, providing the communication tools needed to promote the site.

**Fondation de Beaulieu  
Centre de Congrès**

Avenue des Bergières 10  
Case Postale 21  
CH-1000 Lausanne 22

T +41 21 643 99 50  
congres@fondationdebeaulieu.ch  
www.congres-lausanne.ch

### **THE FOUNDATION BROADENS ITS RANGE OF ACTIVITIES**

It is a new challenge for the Beaulieu Foundation. Let us remember that its original mission is to maintain, modernize and develop the heritage real estate so that it meets the needs and expectations of active members of the economy in Vaud. Apart from the real estate element, there is also the responsibility for the activities mentioned.

The Foundation is convinced that it has made the correct decision and that this will have a positive effect for the Canton of Vaud and the city of Lausanne, in particular. Beaulieu Foundation is delighted to continue to host conferences at Beaulieu, working in collaboration with players in the regional economy who have always supported the Congress Center.

#### Additional information:

- Marc Porchet, Beaulieu Foundation Secretary General: +41 79 419 99 88
- Geneviève Koch, Beaulieu Convention Center Manager: +41 79 265 04 76
- More information at: [www.congres-lausanne.ch/en](http://www.congres-lausanne.ch/en)