

CEC

■ Buenos Aires
Convention
Center



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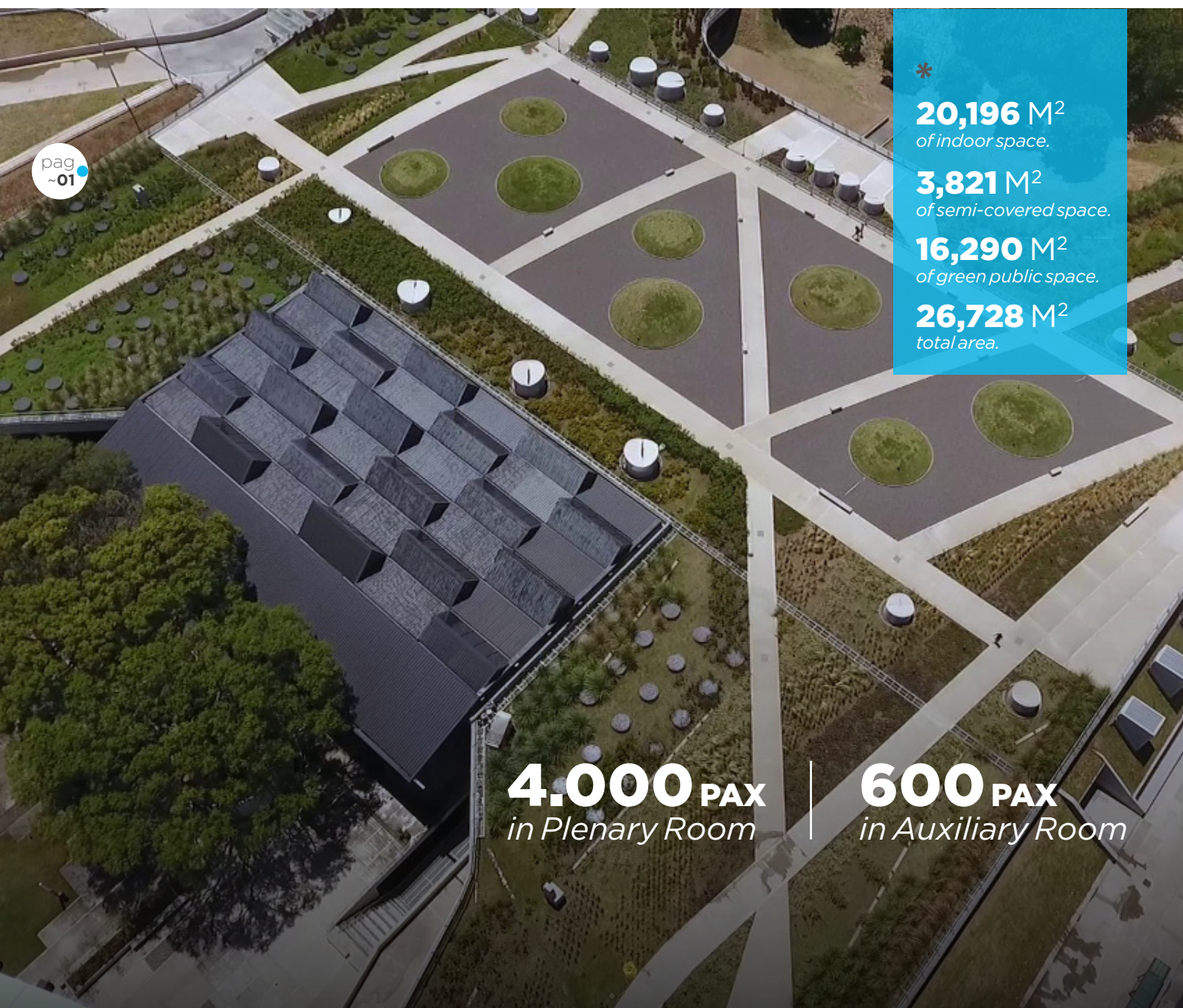


BUENOS AIRES CONVENTION CENTER

THE BUENOS AIRES CONVENTION CENTER (*known in Spanish as "CEC"*) was created with the aim of becoming one of the most important in Latin America and consolidating Buenos Aires as a business tourism destination.

The center, considered one of the most significant building works in the last few years, is located at the heart of Recoleta, *Av. Figueroa Alcorta 2099*, between the park "Parque Thays" and the square "Plaza Brasil".

The project was led by the architect Edgardo Minond with a sustainable design in mind. It is characterized by high-quality building infrastructure, unique designs and the adaptability of pillar-free interior designs. This artistic work was specifically designed in order to preserve and maintain the natural beauty of the surrounding area using an underground venue.



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20,196 M²
of indoor space.
3,821 M²
of semi-covered space.
16,290 M²
of green public space.
26,728 M²
total area.

4.000 PAX
in Plenary Room

600 PAX
in Auxiliary Room



*** Distance from** other hotspots in BUENOS AIRES.

4.7 KM / *around 2 miles*
Jorge Newbery Airport

46 KM / *28 miles*
Ezeiza Airport (Ministro Pistarini)

2 KM / *around 1 mile and a half*
Buenos Aires Downtown

5.2 KM / *around 3 miles*
Government Palace

6.2 KM / *3.2 miles*
San Telmo (Plaza Dorrego, a square)

1.7 KM / *around 1 mile*
Buenos Aires Obelisk

7.2 KM / *5.8 miles*
Puerto Madero

2.5 KM / *1.9 miles*
La Rural, Buenos Aires Exhibition Center

*** Tourist attractions** near
THE BUENOS AIRES CONVENTION CENTER

- The National Museum of Fine Arts.
- Nuestra Señora del Pilar Church.
- The National Library.
- Recoleta Cultural Center.
- Buenos Aires Law School .
- The Recoleta Cemetery.
- Palais de Glace.
- Plaza Francia square.
- El Ateneo Grand Splendid bookshop, chosen by the British newspaper "The Guardian" as the second most important one worldwide.
- Recoleta Mall Shopping Center.
- Buenos Aires Design Shopping Center.
- Hard Rock Café Buenos Aires.
- Alvear Avenue.
- Quintana, La Biela Avenue.
- The Floralis Genérica Monument.

THE VENUE

THE VENUE, with capacity for more than 4,600 people, offers a Plenary Room, an Auxiliary Room and a VIP Room, all of them which can be divided with acoustic panels. The Convention Center also has a space for gastronomical activities and a comfortable 1,600 m² foyer, ideal place for reception and control access.

The Center is mainly characterized by its spaciousness and versatility: it can be sub-divided to host several

events simultaneously, adapting the format and dimension of every event to each client's needs and requirements.

There are several access roads to reach the place: Av. Libertador, Av. Figueroa Alcorta and Av. Sarmiento. It also offers easy access by car, different bus lines, bicycles and the subway station "Facultad de Derecho" (Line H).

Plenary Room for 4,000 attendees (Layout: Auditorium)





SERVICES

THE CENTER has specialized providers, guaranteeing the quality and excellence of any event.

- Internet connection.
- Facilities and furnishing services.
- Technical and audiovisual services.
- Recreational areas.
- Areas for gastronomical services.
- Generators.
- Dimmable LED lights.

SUSTAINABILITY

THE CENTER follows the latest tendencies regarding sustainability: it was created upon sustainable policies that mitigate the impact of the activities and save resources in the long run, contributing to the environment protection.

For that purpose, the company took the following measures:

- Underground work that optimizes the resources of

lighting and natural air conditioning, saving electric, light and thermo-mechanical energy.

- Glazed carpentry that allows economy in the electrical consumption and in the use of the air conditioning.
- Preservation of green space and old trees.
- The facilities have been designed in such a way as to reuse natural rainwater resources and generate saving potabilized water consumption.





ABOUT US

By means of a public bid issued by the Government of the City of Buenos Aires, the joint venture called “La Rural S. A. - OFCS R. L. - Ogden Argentina S. A. - Entretenimiento Universal S. A. Unión Transitoria” was granted the concession of the Center until 2032.

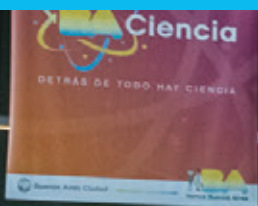
The consortium member companies will manage the Center, seeking to increase the potential of the premises and become a strong competitor in the industry across the world.



ABOUT THE JOINT VENTURE MEMBER COMPANIES

IRSA CP: (MERVAL: IRSA/NYSE: IRS)

IRSA CP is an Argentine real estate company. It focuses mainly on the acquisition, development, management and operation of shopping centers, office buildings and housing complexes. The company boasts an excellence reputation in the industry: innovation, improvement and a steady leadership. IRSA CP - through its controlled company Ogden S. A. - also operates La Rural Exhibition Center together with Sociedad Rural Argentina.



DF Entertainment

DF Entertainment, founded by Diego Finkelstein, is an entertainment company with more than 15 years of professional experience in creating innovative and unforgettable moments. In Argentina, the company is in charge of the complete organization of several international events, such as the well-known Lollapalooza music festival.

OFCS.R.L. (Congress Rental):

Congress Rental, from the company OFCS.R.L., is the leading event service provider, with more than 40 years of professional experience.

La Rural, Buenos Aires Exhibition Center

La Rural, Buenos Aires Exhibition Center is one of the national flagships, as it represents the country's identity and traditions. La Rural premises are unique: with an ideal location at the center of the city of Buenos Aires and a surface of more than 12 hectares, La Rural consolidates itself as the main exhibition center in Latin America.

INTERNATIONAL ALLIANCE:**Messe Frankfurt Argentina**

Messe Frankfurt Argentina, a branch office of Messe Frankfurt Group, is in charge of the promotion and commercialization of the Convention Center on the international scenario. The company serves 178 countries, it has a worldwide network of 28 branch offices and more than 50 business partners.

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THE CITY

OFFICIALLY CALLED “City of Buenos Aires”, Buenos Aires is the capital of Argentina and the main urban area in the country.

The city’s diverse culture, gastronomy, architecture and comforting facilities enchant many companies and organizations from all over the world, that choose Buenos Aires as the venue for their events. Important medical and academic conventions and conferences are held in Buenos Aires, as there are many experienced and well-renowned public and private universities in the city.

DESTINATION FOR MEETINGS

Buenos Aires is the main Latin American city and one of the most popular at the time of hosting events. The city is ranked 11 worldwide and the number of events held is constantly increasing (*). Buenos Aires is one of the most attractive cities in Latin America thanks to its multiple cultural and entertainment activities available and its extensive facilities, with capacity for 10 million tourists per year. These characteristics contribute to Buenos Aires becoming a business city and venue for the main regional and international events.

(*) 131 international events only in 2017.



CONNECTIVITY

EVERY MONTH, more than 2,700 flights from Europe, Asia and The Americas arrive in Buenos Aires; and there are more than 3,900 domestic flights.

- **Ministro Pistarini International Airport:** It is located at 35 km from the city of Buenos Aires and it operates international flights.
- **Jorge Newbery Airfield:** It is located in the neighborhood of Palermo and it operates national and regional flights, connecting the city with the rest of the provinces of the country.
- **Maritime transportation services:** the Buquebus terminal is located at Puerto Madero and it connects Argentina and Uruguay by a water route.
- **More than 180 bus lines** (both long-distance and urban buses) are available 24/7 all over the city.
- **Six subway lines** connected with main avenues and bus and train stations.
- **Buenos Aires is one of the cities** with more bicycle lanes in the world. The Government of the city carried out the "Eco bici" program through which people can access the service for free.







7,133 MILES
Frankfurt, *Germany.*

6,925 MILES
Rome, *Italy.*

12,196 MILES
Shanghai, *China.*

7,328 MILES
Sydney, *Australia.*



GENERAL PLAN

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Foyer setting up with livings and furniture during an event.

FOYER | CHARACTERISTICS

Level: basement / Size: 1.600 m² / Dimensions: 29 x 82 x 11

Area for gastronomical services.

PLENARY ROOM (A + B + C) | CHARACTERISTICS
Level: basement / Size: 4,400 m² / Dimensions: 39 x 112 x 9

CAPACITY

- Auditorium: 4,000
- Banquet with dance floor: 2,200
- Banquet without dance floor: 2,500
- School: 2,500
- Cocktail area: 3,600

AUXILIARY ROOM (D + E) | CHARACTERISTICS
Level: basement / Size: 800 m² / Dimensions: 33.5 x 23.5 x 9

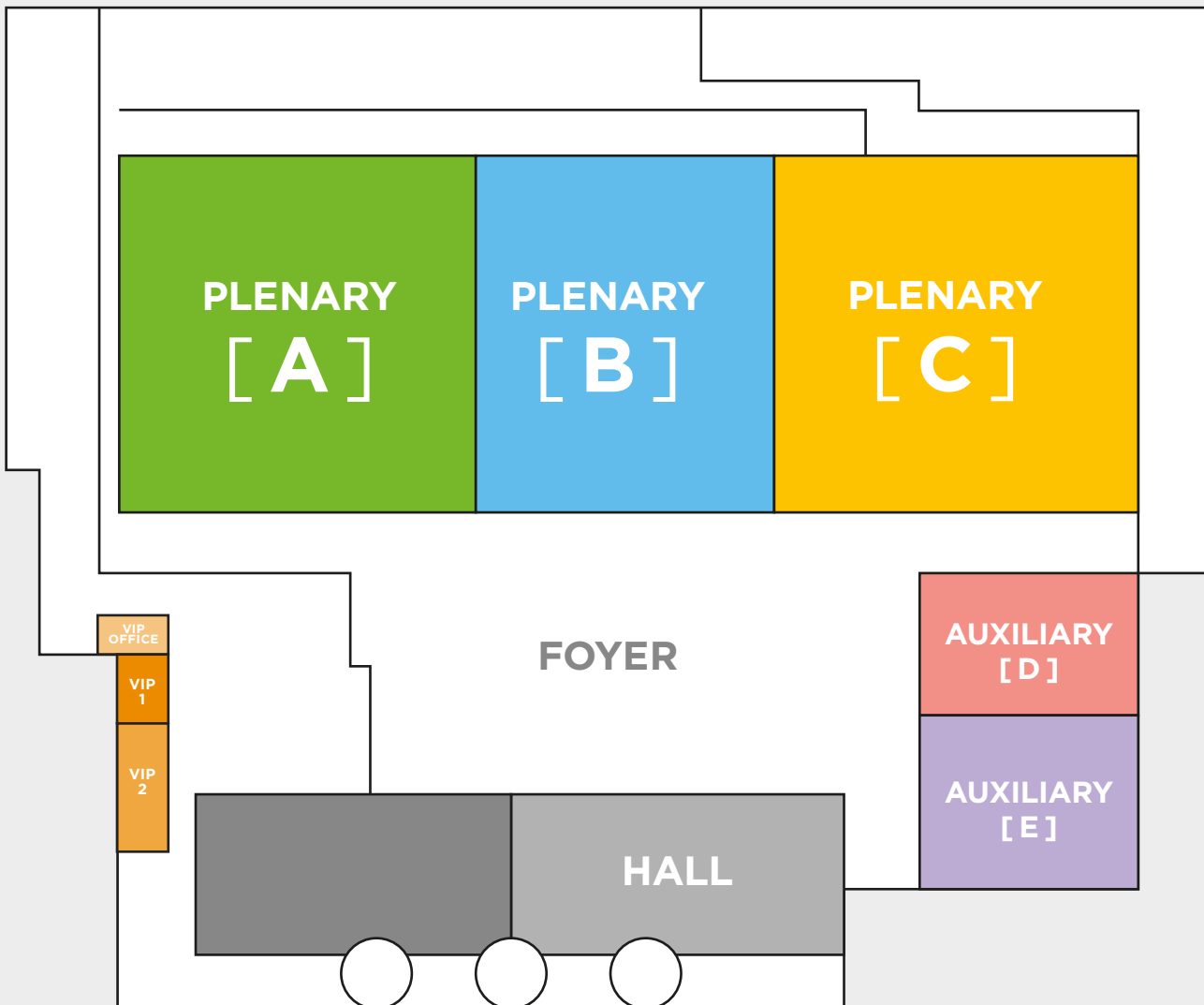
CAPACITY

- Auditorium: 600
- Banquet with dance floor: 350
- Banquet without dance floor: 400
- School: 350
- Cocktail area: 660

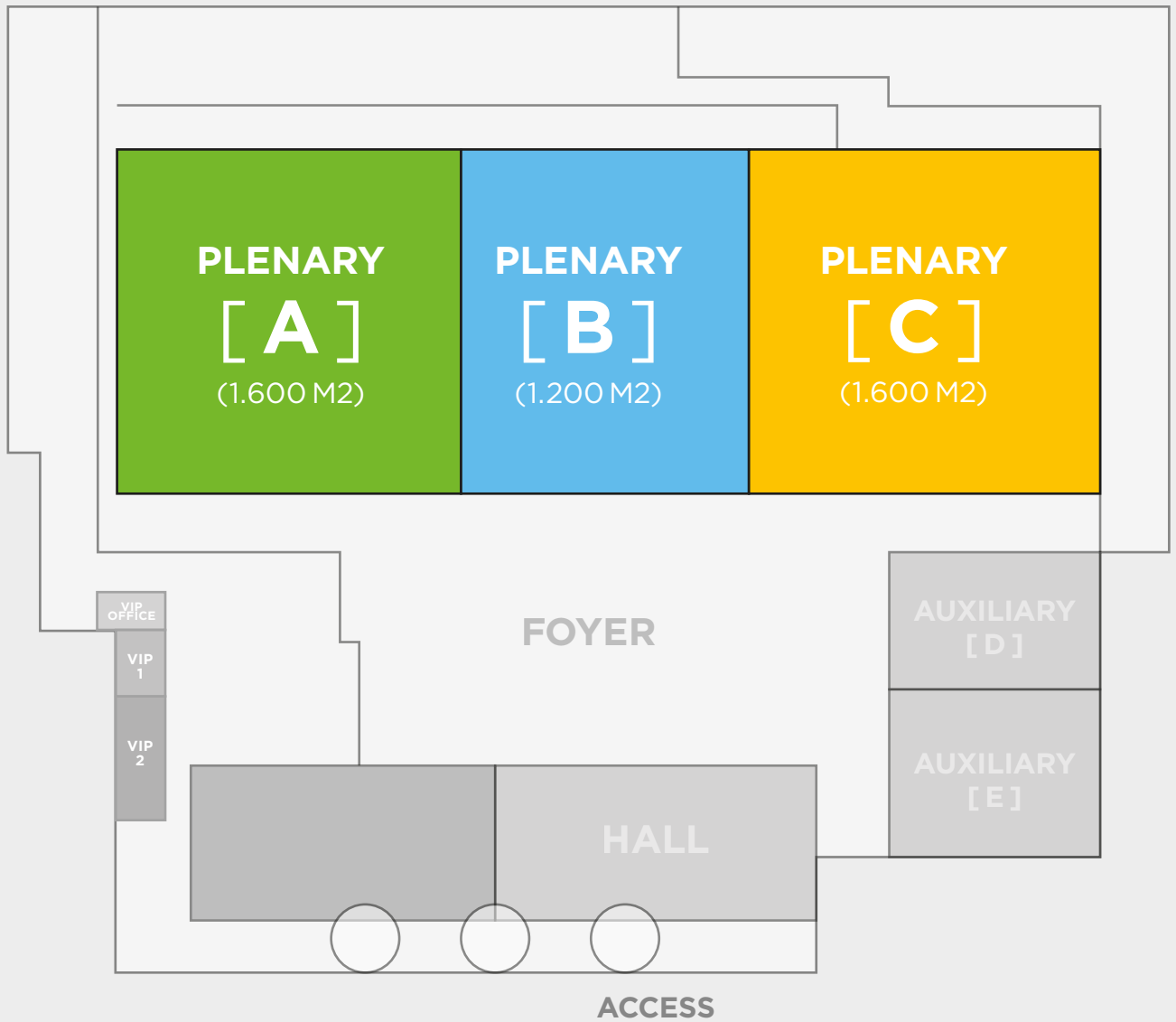




Hall + Foyer 1,600 m2 for registrations.



PLENARY ROOM



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PLENARY ROOM A | CHARACTERISTICS

Level: basement / Size: 1,600 m² / Dimensions: 39 x 40 x 9

CAPACITY

- Auditorium: 1,200
- Banquet with dance floor: 800
- Banquet without dance floor: 900
- School: 650
- Cocktail area: 1,300

PLENARY ROOM B | CHARACTERISTICS

Level: basement / Size: 1,200 m² / Dimensions: 39 x 32 x 9

CAPACITY

- Auditorium: 1000
- Banquet with dance floor: 550
- Banquet without dance floor: 650
- School: 550
- Cocktail area: 1,000

PLENARY ROOM C | CHARACTERISTICS

Level: basement / Size: 1,600 m² / Dimensions: 39x39.5x9

CAPACITY

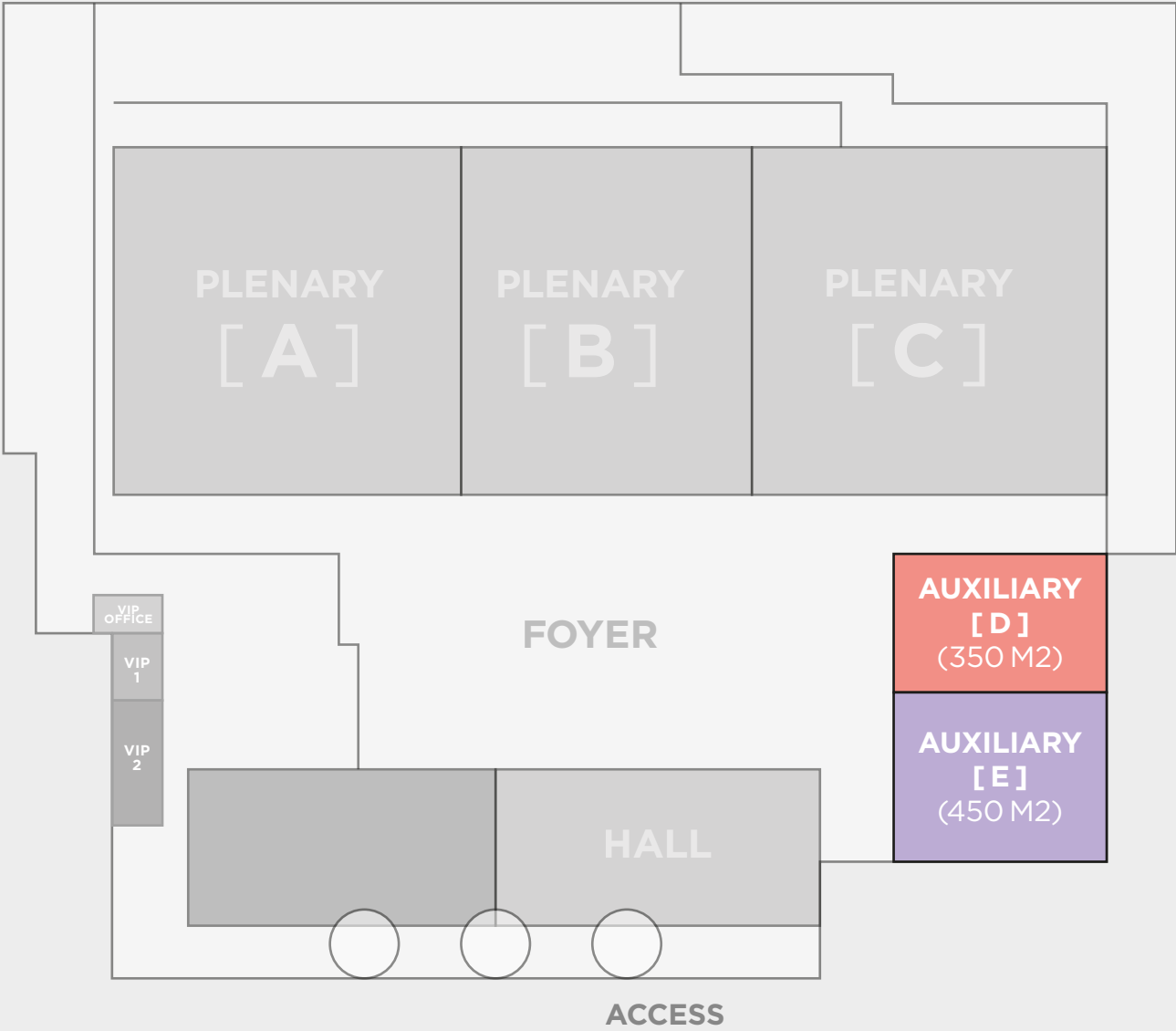
- Auditorium: 1,200
- Banquet with dance floor: 800
- Banquet without dance floor: 900
- School: 650
- Cocktail area: 1300



The Plenary Room has dividing walls (acoustic panels) to host several events simultaneously.



AUXILIARY ROOM



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AUXILIARY ROOM D / CHARACTERISTICS

Level: basement / Size: 350 m² / Dimensions: 14 x 23.5 x 9

CAPACITY

- Auditorium: 200
- Banquet with dance floor: 100
- Banquet without dance floor: 150
- School: 100
- Cocktail area: 300

AUXILIARY ROOM E | CHARACTERISTICS

Level: basement / Size: 450 m² / Dimensions: 19 x 23.5 x 9

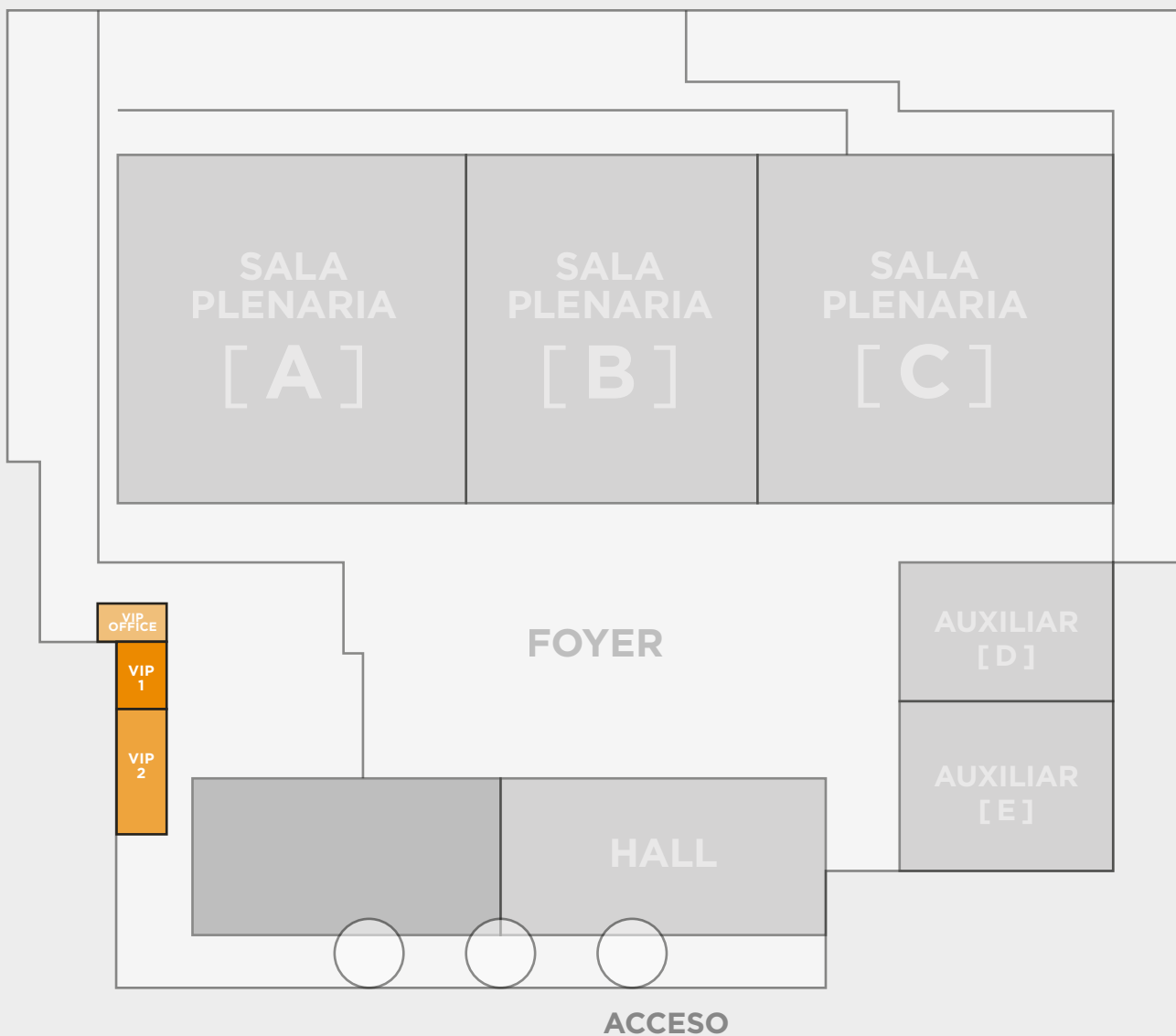
CAPACITY

- Auditorium: 300
- Banquet with dance floor: 150
- Banquet without dance floor: 200
- School: 150
- Cocktail area: 400

The Auxiliary Room has direct and independent access from the Main Hall.



VIP ROOMS



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VIP ROOMS | CHARACTERISTICS

Level: basement / Size: 170 m² / Dimensions: 32x5.5x2.9

CAPACITY

- Auditorium: 180
- School: 110
- Cocktail area: 120

VIP ROOM 1

Size: 60 m² / Dimensions: 9.5x6.5x2.9

- Auditorium: 50
- School: 30
- Cocktail area: 40

VIP ROOM 2

Size: 100 m² / Dimensions: 17.5x6.5x2.9

- Auditorium: 90
- School: 60
- Cocktail area: 80

VIP OFFICE

Dimensions: 8.44x4.81x2.9

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