



Ankara: GL events adds a new high potential destination

A new international destination with strong growth potential

Ankara as Turkey's capital has many strengths to become a major destination for international business tourism. And with the country's strong potential for development highlighted by 9% growth in 2010 and same expectation for 2011, Ankara is today well positioned to attract major national and international events.

A 20-year concession* to operate the new Convention and Exhibition Centre

With 80,000 m², an auditorium seating 3,100 and 15 meeting rooms, this venue has an ultramodern and highly modular design ideally suited for hosting every type of event. And with a hall of 10,000 m², it also offers the largest exhibition area available in Ankara.

* 10-year contract subject to renewal.

The Group's objective: developing Convention and Exhibition Centres

In collaboration with its partner Serenas, Turkey's leading PCO, GL events has the capacity to deploy its business model for developing the creation and duplication of new events. With the addition of this high-quality venue in the Turkish capital expected to achieve high occupancy rates, GL events and Serenas will further optimise operating performances. This venue is expected to generate average annual revenue of €15 million, thus creating added value to Turkish economy.

GL events' network of premium venues further strengthened

This latest addition of Ankara strengthens GL events' network of premium destinations with an offering making it possible to duplicate conventions, exhibitions and events in the world's most attractive cities: Paris – Lyon – Nice – The Hague – Barcelona – Brussels – Budapest – Rio de Janeiro – Turin.

Upcoming events: Half-year results, 28 July 2011 (after the close of trading)

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About GL events(www.gl-events.com): GL events is an international event industry group providing integrated solutions covering three main market segments: Event Organisation, Venue Management and Event Services. The Group has a portfolio of more than 250 proprietary B2B and B2C trade fairs worldwide and a network of 37 venues under management that include convention centres, exhibition centres, concert halls and multipurpose facilities in France and international destinations. It currently has more than 3,500 employees and a network of more than 90 offices worldwide. GL events is listed in compartment B (Mid Caps) of NYSE Euronext Paris and is a component of the CAC Mid 100 and SBF 250 indexes.