

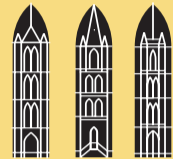
In Ghentive

UPDATE ON GHENT & EAST-FLANDERS FOR THE MEETING PLANNER



trimestrial publication
December 2005

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Gent Congres

Astronaut Frank De Winne: The People of Ghent are Cosmopolitans

You were born in Ghent and studied here for a while. What are the city's greatest charms and why is Ghent special to you?

"I have some very fond memories of Ghent because I spent a part of my youth there. I was born in the Hundelgemsesteenweg in Ledeborg, where my parents ran a clothing shop called 't Kapoentje. Until I was 15 I went to school in the then Sint-Gregorius College in Ledeborg. Later on, I fully enjoyed the night life, even though I had to study hard then. It was during this period that I got to take part in the beginning of the revival of the Ghent Festivities. Back then the whole event was on a much smaller scale than it is now, with memorable shows at Sint-Jacobs. I was already studying at the Cadet School in Lier, but because everyone was going around with long hair I made a vain attempt to let my crew cut grow out during that month. I used to play football with *Racing Gent* and after training sessions we often ended up in 't Stoopke, a café in *Klein Turkije*. It was a pleasant time, when the friendship and the ambiance were more important than the actual training sessions."

Do you think that Ghent has changed a lot in all that time?

"In some ways, Ghent has certainly evolved over those 30 years. The city has become far more pleasant thanks to the efforts to keep the centre as car-free as possible. Also, quite a few beautiful renovation projects have been carried out – the *Patershol*, for example. With all those cosy restaurants, it's a wonderful area to go out in these days. I also find the rejuvenation of Ghent's waterways very interesting. That's something I really appreciated in the Russians who flew with me on the *Soyuz TMA-1* in 2002. Like myself and other people from Ghent, these people attach a great deal of importance to history and tradition. Respect for the past



Frank De Winne © ESA/GCTC

and cultural identity are extremely important – otherwise we would just become one big colourless mass, which I wouldn't recommend. The beauty of each region is precisely what preserves its identity and accentuates it, and that beauty can normally be found in the past." **As an ESA-astronaut you are invited to seminars and conferences all over the world. Last year you came to Ghent University to take part in a debate about 'technological training and space research'. In what way is Ghent special as a conference city?**

"Two years ago I was invited by the Mayor of Ghent to be named a city ambassador. That took place in the majestic *Pacificatiezaal* in the city hall. You can't find beautiful, old buildings like that in America – where I am staying at the moment – but you can in Russia, for example. There, they are mostly Stalinist buildings that feel very cold and uncomfortable. To me, returning to Ghent has always felt a bit like com-

ing home, partly because my Ghent accent comes back when I'm back in town. Speaking 'correct' Dutch is important but that little bit of an accent has its charms in everyday speech. Personally, I haven't had much experience of Ghent as a conference city. But when I was in the army in 1998 as commander of the 349th Squadron, we thought of the town of Ghent as our 'patron'. Back then I had a lot of contact with Mayor Beke and his team, which I found very pleasant."

The people of Ghent see themselves as citizens of the world. Do you agree?

"I do – just look at how much the people of Ghent travel and how easily they accept new cultures. The Ghent Festivities are of course a highly multi-cultural event. But they still pay enough attention to what the local people like Walter De Buck have meant. Our artists are often invited abroad to make their contribution to world culture. So I think that the people of Ghent play the part of cosmopolitans extremely well."

Could you see the Light City Ghent while you were orbiting the Earth in the International Space Station at the end of 2002?

"Usually, cities like Antwerp, Lille, London and Brussels form large light spots that you can clearly see from space. It was a great pity that it was too cloudy that week, so the beautifully lit city of Ghent could not be seen clearly."



Frank De Winne © ESA-S.CORVAJA



© Stad Gent - fotografie Niels Donckers



Ghent's Light Plan crowned with the International City-People-Light Award

Particularly in the dark days around Christmas and New Year, it is obvious how much atmosphere and sparkle is created when Ghent's city centre is lit up. And that isn't only due to the extensive Christmas lighting in the shopping streets.

In the beginning of October 2004, the city of Ghent was named the winner of the International City-People-Light Award. This competition is organised every year by Philips Lighting and by the worldwide network of 'light cities', united in Luci (Lighting Urban Community International association).

With the International City-People-Light Award, Ghent received international recognition for its Light Plan, which was started back in 1998. The award means Ghent is now right up there with other cities of light, such as Lyon, Paris, Turin, Pisa, ... all signed by 'concepteur de lumière' (conceptual lighting artist) Roland Jéol from Lyon. In a city such as Ghent, with a rich heritage and an exceptional city landscape, artificial light has become an indispensable architectural building-block. It has not only enhanced the experience, but also improved the city's image as an active and distinctive cultural city. This can be seen not only in the growing numbers of visitors but also in the Michelin award that the city has – in the meantime – received for its pleasant lighting.

Powerful exhibitions in the spotlight

Contemporary and modern art, design, industrial archaeology, cultural anthropology, psychiatry and many more. When it comes to museums, Ghent offers an extensive choice. And the good news is: over the next few months, there are a great many interesting experiences to be had. We have picked out three of the ongoing exhibitions, due to their originality.

Sergej Bratkov

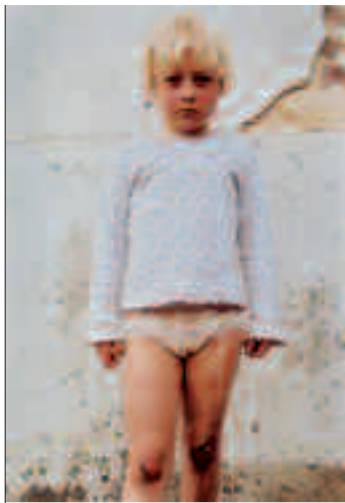
In the framework of **Europa Russia**
until 8 January 2006

S.M.A.K. (City Museum of Contemporary Art)

Sergej Bratkov's work is strongly rooted in Soviet realism. Like other photographers who see themselves as part of 'radical realism', Bratkov critically questions the connection between art and reality in post-Soviet society. He usually portrays young people in everyday situations.

At the same time, he lifts them out of their banal context so that they become a sort of 'hero' – or better yet, a sort of 'anti-hero'. Bratkov's images often show members of the military during relaxed, unguarded moments. The seriousness of their uniform contrasts with the playfulness of the scene. Bratkov presents his photos on lighting boxes, making the image even more powerful. The exhibition brings together a large number of new photographs and lighting boxes, that were created in Russia and Ukraine in 2004.

► S.M.A.K.
(Stedelijk Museum voor Actuele Kunst)
Citadelpark, 9000 Gent
Tel. +32 (0)9 221 17 03
museum.smak@gent.be
www.smak.be



Pain

until 30 April 2006
Museum Dr. Guislain

Pain touches everyone. It exists in many forms: from a bursting headache and irritating toothache, through growing pains and phantom pain, to heartache and the pain of being. Pain means endless agony, but also passion and pleasure. Pain: a curse and a blessing.

Throughout every collection in the Museum Dr. Guislain, the debate about what is normal and abnormal and the fascination with the unusual are important starting-points.

► Museum Dr. Guislain
J. Guislainstraat 43, 9000 Gent
Tel. +32 (0)9 216 35 95
info@museumdrguislain.be
www.museumdrguislain.be

This selection for the coming months is far from complete.

Would you like more information about specific museums or exhibitions?

E-mail your details to gentcultuurstad@gent.be or visit www.gent.be for the most up-to-date information.



Philippe Cauderlier, a master chef from Ghent

until 8 January 2006

MIAT (Museum voor Industriële Archeologie en Textiel – Museum of Industrial Archeology and Textile)

Philippe Cauderlier (1812-1887) is a forgotten Belgian culinary monument. Nonetheless, this sailor-confectioner-butcher stood at the foundation of Flemish civilian cooking. After a successful career as a caterer, he started writing cookbooks. His first book, *L'Economie Culinair* (The Economical Cookbook, 1861), sold over 130,000 copies. Together with a great number of his other works, this book would shape civilian cooking in Flanders and Belgium long after his death. Cauderlier's career gives us insight into the culture of dining in Ghent during the 19th century.

► MIAT
Museum voor Industriële Archeologie en Textiel
Minnemeers 9, 9000 Gent
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publiekswerking.miat@gent.be
www.miat.gent.be

French journalists feel at home in Ghent

At the start of November, the French AJT (Association des Journalistes du Tourisme – Association of Tourism Journalists) held its annual general meeting in Ghent. We asked President Yvon Busson from the journalists' union (as well as editor-in-chief of *Croisière* and *Détours en France*) and specialist journalist Agnès Waendendries why they opted for Ghent and what they thought of their stay here.

You spent three full days in Ghent – long enough to get a good impression of the city. But I suspect there was a lot of hard work to be done first?

Yvon Busson: "That's right, because on Friday we had our annual general meeting in the Sint-Pietersabdij (St. Peter's Abbey). We were allowed to use a wonderful meeting-hall in the attic. On Saturday we split into three groups to enjoy a walk around Ghent and other pleasant fringe activities. We were shown modern and classic Ghent and explored the valley of the Leie. We have 184 members in total, all journalists from the press, radio or television, who produce a tourism feature on a regular basis. Once a year we all meet up – in a French city one year, the next year in a city somewhere else in Europe. Last year we came together in Nîmes and this year we chose Ghent. A union like ours is required by law to have this kind of general meeting. This is when we create the moral and financial plan, and decide on the events we can set up for our members in our hometown of Paris."

So did all your members come from France to Ghent for this general meeting? And could they all find hotels here?

"Out of our total membership, we had 95 people who turned up, but we'd received 150 mandates for the voting, which makes up a nice 80 percent. I was told that there are 600 hotel rooms available just in the centre of Ghent, so offering our people a comfortable place to stay was no problem. Unfortunately we couldn't all stay in the same hotel, but we made sure the hotels were close together so that people could meet up informally. You mustn't forget that for us, this is a time when we all get to see each other again – during the year, many of us travel and work alone and only meet our colleagues in passing. We stayed in the *Sofitel*, *Novotel*, *Cour Saint-Georges* and a few other fine hotels all located in the same neighbourhood. We could enjoy the ambiance of the inner city as much as possible, and really do things together."

Was Ghent the only foreign destination you considered? Which of the city's charms seduced you?

"We have been working on this since 2004, through the representatives of Flanders Tourism in France. They offered us Ghent as a destination, but we also had proposals from other European cities, such as Krakow, Luxembourg and Liverpool. After all, it's up to us to decide where we go. It had to be somewhere that titillated our interest and curiosity, and the practical elements – such as accommodation and transport facilities – are also a decisive factor. Of course, the proximity to Paris was a welcome bonus, because our members come from all over France and it's convenient that we don't have to travel too far once we get on the train in Paris."

How did Ghent strike the journalists who were here for the first time?

"Everyone was pleasantly surprised – but after all, it's a beautiful city with a very rich, historical heart. Of course, your Tourist Office made sure that we got to visit the most beautiful places in the little free time we

had, but it was all very well organised and went smoothly. I think there is a good chance we will return to Ghent."

Agnès Waendendries: "I once wrote an extensive report on Ghent for *Elle Décoration*, and I have friends who live nearby. So the city is not unknown to me. In particular, it's the city's diversity that really fascinates me.

Among the French, Ghent might be less well known than Brussels, Antwerp or Bruges, but there are plenty of interesting subjects to be found here. More than ever, I now see it as a catholic city, a socialist city, a university city and a typical Flemish city – all at the same time.

"It was a good idea to organise our annual meeting in Ghent, because personal tastes can vary so much – and here, everyone can find something that he or she likes. I am convinced that the journalists who attended will promote this multifaceted city a great deal, now they have got to know it better."

"I think there is a good chance we will return to Ghent."



Yvon Busson

ICC Ghent, top of mind among marketers

The Marketing Foundation's International Marketing Congress is a real treat for marketers. Under the theme 'Return on passion' the Marketing Foundation returned to Ghent for its 24th Congress – for emotional reasons as well as logical ones.



The biggest marketing gurus and management gurus flocked to the International Congress Centre (ICC) Ghent for a two-day program with 15 top international speakers. Georges Van Nevel, President Congress Marketing Foundation and Managing Partner of DVN, looks back with satisfaction.

Could you summarise the content of the Marketing Congress and the target group you're aiming at?

"First and foremost, we are trying to warm directors and marketing directors to the idea of the Marketing Foundation's Congress, along with everyone else involved in marketing: marketers and master marketers, HR managers and financial directors. When putting together our program, we take into account the new trends and evolutions in management and marketing."

Why did the Marketing Foundation pick Ghent again? You were here just last year.

"Renovations are still underway at the Congress Palace in Brussels. The halls at the Heizel in Brussels weren't available, and they prefer to hire them out to large fairs. We found that the ICC Ghent was an excellent alternative, because we need three halls: an auditorium for 1,100 participants, a large hall for the coffee breaks and a spacious dining-area. That's precisely why we appreciated the ICC so much. The catering was a revelation and the 'marketing village' was exactly what most peo-

ple were looking for. Traditionally, we would be in Brussels, but many of the attendees who need to go to the capital every day found it refreshing to drive to Ghent, without running into traffic jams."

What role did the Ghent Congress team play in convincing you to choose Ghent?

"Before we contacted the Ghent Congress people, we first had analysed the various possibilities in Belgium, and out of all the halls that we visited in Flanders and Wallonia, the ICC came out on top. We are extremely satisfied with the logistical support, which also went without a hitch last year. They made sure the police were there to guide the buses between the Kantienberg and the ICC. In addition, they also set up a stand to provide the participants with all kinds of information – from where to go in Ghent at night to tips on gourmet restaurants."

What could this lead to for Ghent if this group of participants once more found the Marketing Congress a pleasant experience?

"For many marketers, the ICC was a true revelation. Plus, there are people in this group who organise seminars themselves, for their company or sector. That means there's a fair chance that they will return to Ghent. This has happened more than once in the past. So for the city of Ghent, this is more than a successful PR operation."

"The catering was a revelation and the 'marketing village' was exactly what most people were looking for."

► tel. +32 (0)2 467 59 54
www.stichtingmarketing.be/congres

The Four Seasons: ode to meeting at Puyenbroeck Domain

Located on the 500-hectare Puyenbroeck nature reserve in Wachtebeke, the Four Seasons provides the ideal accommodation for meetings, seminars, fairs, conferences and company parties. It offers various party halls and meeting-rooms in a beautiful green environment. As an added bonus, every room has catering facilities, along with virtually every kind of audio-visual equipment, and a wide range of other materials which you might need for your presentations.

Next to the R4 and right between Ghent and Terneuzen, the Four Seasons is easily accessible from The Netherlands as well as from every major city in Flanders – and there's free parking for every guest in its 1200-space parking-lot.

From coffee break to gourmet menu

Within the complex, you'll find the large party hall, restaurant, self-service area and cafeteria. With a surface area of 1500m² and a 600-person capacity, the large party hall is the ideal place for big dinners or receptions. It's also equipped with flexible, soundproof walls that can roll into position in the blink of an eye, transforming it from one huge hall into three smaller rooms.

Right next door, there's the à la carte restaurant 'De Bliet en de Snoek' ('The Herring and the Pike'), an atmospheric establishment offering lunches and dinners – a mouth-watering range of fish and meat dishes – for up to 110 people. The terrace doors are flung open on summer days so people can enjoy the sun with an aperitif or two...

The ground floor is also home to the self-service area (for up to 400 peo-

ple) and cafeteria (for up to 250). Equipped with every kind of catering facility, the ground floor of the complex is the ideal venue for any kind of event or function, from an intimate repast to an extensive buffet for up to 1500 people, using the entire floor. Naturally, all these facilities are available to groups making use of the meeting-rooms.

Multifunctional meeting-rooms

The Four Seasons offers small meeting-rooms as well as larger ones, fully equipped and suitable for meetings of any size, whether they're for 15 people or 500.

On the first floor, you'll find the two most important meeting-rooms: De Snoek (for up to 120 people) and De Bliet (for up to 60). Stage, microphone, overhead projector with screen, electronic flip chart, slide

projector with screen, television, video and big-screen video projector (LCD projector) are available free of charge.

For a breath of fresh air and a view of the ponds, guests can step out onto the adjoining balcony. Drinks and snacks can be

served in the foyer, which is also located on the first floor – and an ideal place for receptions for up to 150 people.

When it comes to catered breaks during a meeting, the choice is considerable. Breakfast, snacks, coffee breaks or lunch – everything is possible and any request can be considered. A lift and various hallways ensure a smooth, easy flow of attendees between the restaurant and the meeting-rooms.

In action

The surrounding nature reserve of Puyenbroeck is, of course, the ideal setting if your company wishes to arrange a relaxing or athletic activity. Walks, a survival course, a sports hall, a swimming-pool, bicycle routes, tennis courts, a golf course: you'll find everything you could need, whether you've come for indoor or outdoor relaxation.

The recent 'Puyenbroeck Golf' initiative opened in 2004, with the aim of democratising golf. Unlike classic golf clubs, it does not charge a membership fee. With a 5-Euro day ticket, you can practise your swing all day if you want.

The Four Seasons offers small meeting-rooms as well as larger ones, fully equipped and suitable for meetings of any size, whether they're for 15 people or 500.

► The Four Seasons
tel. +32 (0)9 342 60 10
info@de-vier-seizoenen.be
www.de-vier-seizoenen.be



Cardiologists have a heart for Ghent

In the beginning of October, a two-day conference for cardiologists was organised in the Provincial Administrative Centre 'Het Zuid' in Ghent. We, as mere mortals, understood little of the highly specialised scientific programme, but we were curious about what the eminent doctors and professors thought of Ghent as a conference city. During the coffee break we politely but firmly pushed the microphone under their noses.

Well assisted

Dr. Frank Provenier from Maria Middelaere, who helped organise this conference, is most satisfied with the turnout. "Out of the 250 invitees, 170 people turned up, in line with our expectations. We are talking about a Belgian conference here, to which every cardiologist and heart surgeon in Belgium was invited."

According to Dr. Provenier, the collaboration with Ghent Congress in general worked very well. "It is a highly dynamic team that supported me very well in the choice of locations. The Provincial Administrative Centre was one we put forward ourselves because it is in the centre of the city. But they supported us with advice and with concrete actions when it came to choosing the Monasterium Poortackere for the 'walking buffet' and the dinner. With a very comfortable décor, the Monasterium had a typical ambiance and excellent service that was much appreciated by our guests. On the whole, the participants were very pleased with the conference. A few even suggested organising the event in Ghent every year, but that is a pipe dream because our French-speaking colleagues would not accept it."

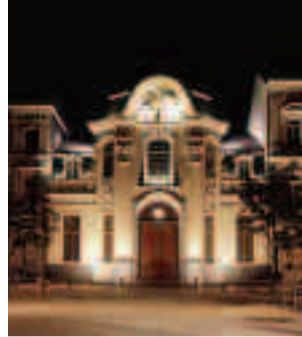
In Dr. Provenier's opinion, Ghent is an ideal setting for organising a conference for cardiologists, so this initiative is definitely worth repeating.

Spontaneous reactions

"For me, coming to this conference centre in South Ghent was a new experience, but it made a good impression on me immediately," says Philip Ballaux from the *kliniek Sint-Jan* in Brussels. "It is a beautiful conference hall and technically everything runs very smoothly. Because mostly Belgian doctors are invited, we can keep everything cosy and on a small scale, with just a couple of hundred people. Sometimes, at large conferences in other countries, thousands of people come together and that makes everything a lot less personal. I have always dreamt of living in Ghent and hopefully these two days can make my dream a bit more tangible."

"The auditorium is very pleasant and the facilities are great," states another French-speaking doctor. "Of course the content of the programme is the most vital factor, but a pleasant entourage is not unimportant." "We have an exchange system in which different university cities in Belgium come up for consideration. Last year the conference took place in Luik and the year before that in Leuven. The city itself is not the deciding factor - it depends on how well that city's cardiology department puts it forward as a candidate. You have a magnificent and charming city, so from that perspective we are very happy here," concludes Philippe Evrard from *les Cliniques Saint-Joseph* in Liège.

"You have a magnificent and charming city, so from that perspective we are very happy here."



Holiday Inn Ghent Expo Ready for a new start

Holiday Inn Ghent Expo, located next to Flanders Expo, has undergone a thorough facelift over the last year. After the extension of the hotel from 134 to 170 rooms and the installation of a wireless internet network, the second phase of the extensive renovation is now complete. This hotel's renovation came with a budget of more than € 3,0 mil, of which € 1,0 mil was invested in the Atrium and the wine bar.



The Atrium, the heart of the hotel, was completely redecorated. Every day, hotel guests and the people of Ghent can now enjoy a lovely, extensive 16-meter buffet for breakfast, lunch or dinner in the Atrium restaurant.

Fantastic parties and unique events for 600 people can also be organised in the Atrium. With their various themes, the mouth-watering buffets will appeal to any guest. Even receptions for up to 1,000 people can be handled with ease here.

The trendy wine bar has been installed in the lobby and is the new meeting-point for all businessmen and -women in East Flanders. Every day, the four television screens keep the visitors up to date with the international news, and the wireless internet connections ensure you can stay online all the time, even when you are on a business trip.

The place to be for the organisation of residential meetings.

Located on the crossroads of the E17 and the E40, the hotel is, of course, easily accessible. In addition, a direct tramline has connected Flanders Expo with the centre of Ghent since April 2005.

Holiday Inn Ghent Expo is the place to be for the organisation of residential meetings or incentive tours for up to 600 people. As well as the five large meeting-rooms, four luxurious and renovated boardrooms – equipped with comfortable management chairs – are available to guests.



► **Holiday Inn Ghent Expo**
Tel. +32 (0)9 220 24 24
hotel@holiday-inn-gentexpo.com
www.holiday-inn.com/gent-expo

Congress calendar

A complete overview of the congresses being held in Ghent can be found on our website www.gentcongres.be

Below, you can find an overview of the congresses that will be taking place in Ghent over the next few months:

Date	Conference	N° of participants
9 December 2005	ACV Textura	400
14 December 2005	Vlaams fonds voor sociale integratie van personen met een handicap	500
21 January 2006	Symposium on Thoracic & Digestive Oncology	200
26-29 January 2006	Banks, Loans and Financial Archives in the Ancient World	75
14 February 2006	Vereniging van Vlaamse steden en gewesten	4000
27-28 February 2006	Multidisciplinary Approaches to the Study of Past Landscapes	100

Important congresses over the next few years:

Date	Conference	N° of participants
9-14 September 2006	Towards Unity for Health	600
25-28 October 2006	ELIA-Conferentie	500
17-21 June 2007	31st International Symposium on High Performance Liquid Phase Separations and Related Techniques	1000
9-11 June 2008	29th Congress of the FATIPEC	600
26-30 August 2008	XIIth International Congress of the European Association of Agricultural Economists	600

Competition Win a dinner for two in the Pakhuis

Located in the heart of Ghent, this former warehouse is now home to a sublime restaurant. The contemporary French-Italian brasserie kitchen offers a wide range of delicious menus, with oyster and seafood dishes as specialities. The wine menu contains French classics and selected wines from the New World. At the cosy bar, guests are invited to indulge in an aperitif, a beer or a coffee. Ghent Congress is giving away five dinners for two in the Pakhuis. If you would like to enter the competition, answer the question below. Submit your answer, together with your personal details, at www.gentcongres.be/contest. Five winners will be selected out of the correct responses that reach us before 31 December 2005.

Question:

What is the correct term for soaking vegetables in boiling water for a few seconds, then cooling them down and peeling them?

- détrousser
- emonder
- angoisser

► Pakhuis,
Schuurkenstraat 4, 9000 Gent
T +32 (0)9 223 55 55
info@pakhuis.be
www.pakhuis.be



Winners Film Festival competition

In the first edition of *InGentief* (or 'InGhentive'), we gave away 10 VIP tickets to the official opening of the Ghent Film Festival. The winners of the competition in our September issue were:

- UGent, GP and primary health care professional group, Sara Willems
- M & C Strategy, Ellen A Heinrich
- Floreac, Ann De Smet
- TUI Travel, Veerle Coddens
- N.V. Denys, Claudine Huys

COLOPHON
InGhentive
1st volume n°2 - trimestrial

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