

COME WITH  
**GREAT  
EXPECTATIONS**



# A GLOBAL MEETING POINT

## IN THE HEART OF SCANDINAVIA



EASY TO REACH, CHARMINGLY DIFFERENT  
THE CITY IS AT YOUR FEET



ALL UNDER ONE ROOF  
THE OVERNIGHT EXPERIENCE



A DREAM FOR FOODIES  
EXHIBITIONS MEANS BUSINESS



A TRACK RECORD OF SUCCESSFUL LAUNCHES  
**100 YEARS OF EXPERIENCE**

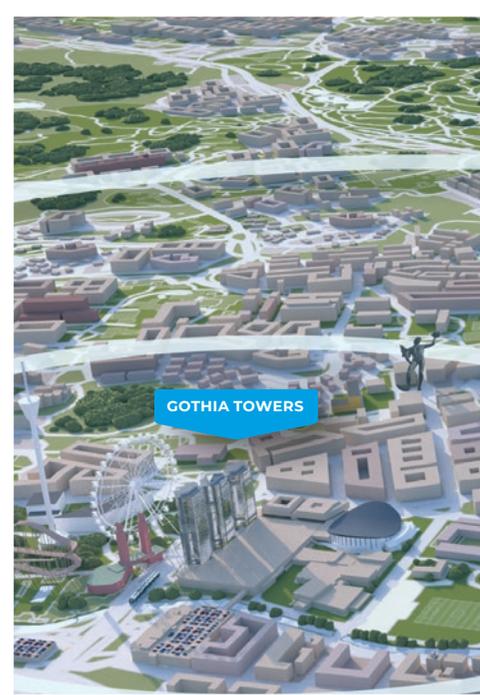






Google Earth

Data SIO, NOAA, U.S. Navy, NGA, GEBCO  
Image Landsat / Copernicus  
Image © 2021 TerraMetrics



We are situated in the heart of Gothenburg, in a bustling neighbourhood that offers a variety of activities and events, including an amusement park, hotels, shopping centers, and event spaces. With our central location, the entire city is easily accessible through either a short walk or convenient public transportation options.

This image is created to show how the area surrounding us will look like in a few years.



Welcome to Gothenburg, Sweden's second largest city, with daily direct flights from about sixty destinations. Once you've landed, you're just a 20-minutes ride from the city centre, Gothia Towers and the Swedish Exhibition & Congress Centre.

# EASY TO REACH, CHARMINGLY DIFFERENT

Situated in the heart of Scandinavia, Gothenburg is easily accessible, yet distant enough to offer a fresh and surprising experience.

An increasing number of visitors have found this hidden gem. In fact, Gothenburg has recently gained a top 5 position amongst attractive European cities.\*

Come see for yourself. Flying over the islands of the vast archipelago it is hard to believe that you are just 2 hours from London, Paris or Vienna. Gothenburg, Landvetter Airport; 100 direct routes, 100 arriving flights per day, 75 % international flights, one terminal, super efficient airport services. Do you prefer coming by rail or by sea? Take an excellent high speed train connection or arrive at international ferry terminals located near the city centre.

\*ECM Benchmarking Report 2016



CENTRAL STATION

4,000 HOTEL ROOMS WITHIN  
5MIN WALKING DISTANCE

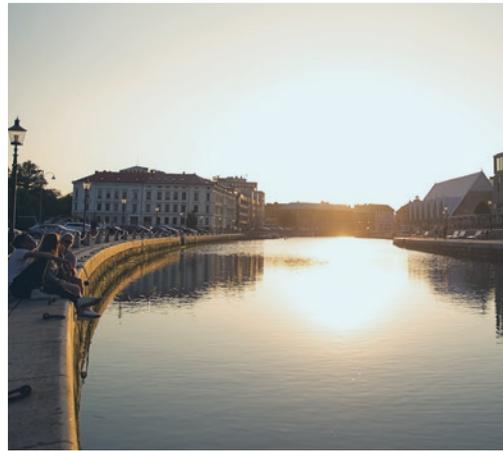
# THE CITY IS AT YOUR FEET

In terms of proximity, Gothenburg is a one-of-a-kind destination. Everything you need is within walking distance, in more than one sense.

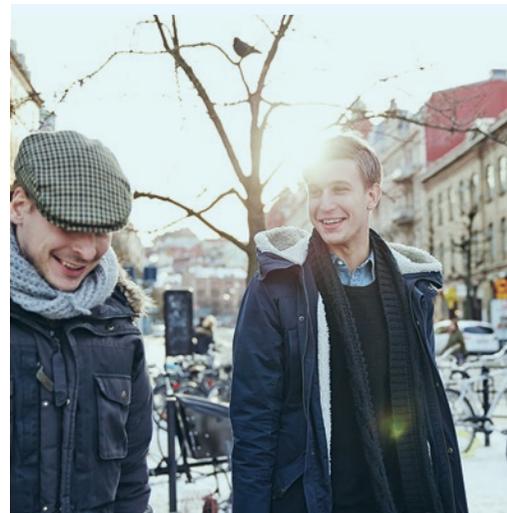
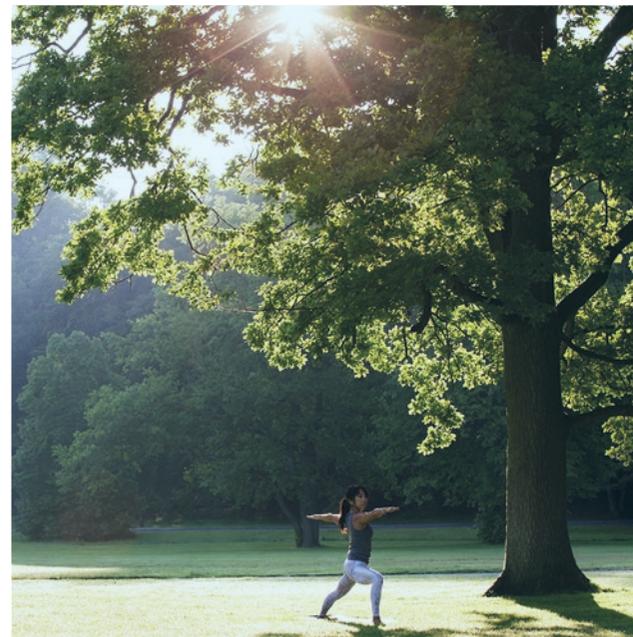
First of all, you will notice that Gothenburg notices you. Thanks to the city's compact layout, your meeting or event enjoys high visibility.

You will also experience that Gothenburg is happy to have you. We will proudly welcome you, whether you want to make business, merge ideas, experience cutting-edge art, have a great night out or inhale the fresh and salty air in the spectacular archipelago, just minutes away.

You will learn that Gothenburg listens. Your business is everybody's business. Gothenburg is well-known for its productive cross-boundary dialogue between business people, politicians and academia.



Even if your schedule is tight you will get a chance to catch the city's highlights as everything is within comfortable walking distance.



Gothenburg is known for its genuine and friendly atmosphere.



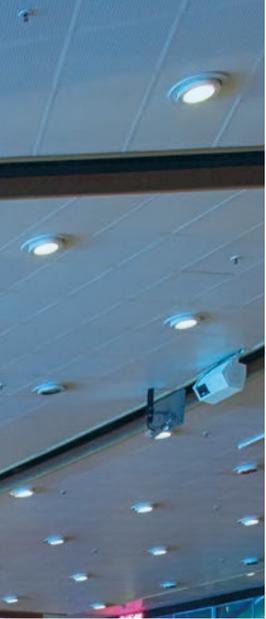


miss  
*Ragtime*

**Metropolitan benefits  
combined with a  
genuine and warm  
atmosphere.**



We offer the capacity for 9000 delegates, more than 4000 m<sup>2</sup> of meeting and exhibition space, a hotel with 1200 rooms, banqueting areas, and five restaurants.



The Swedish Exhibition & Congress Centre and Gothia Towers is the biggest organiser of trade fairs, exhibitions, events, and conferences in Scandinavia. Our aim is to be our customers' prime business partner.



"We had extreme demands, and the logistics part was highly complex, especially the catering. The Swedish Exhibition & Congress Centre really delivered at the top of their ability every single day, and it is with pleasure we warmly recommend them!"  
Conference for Grant Thornton



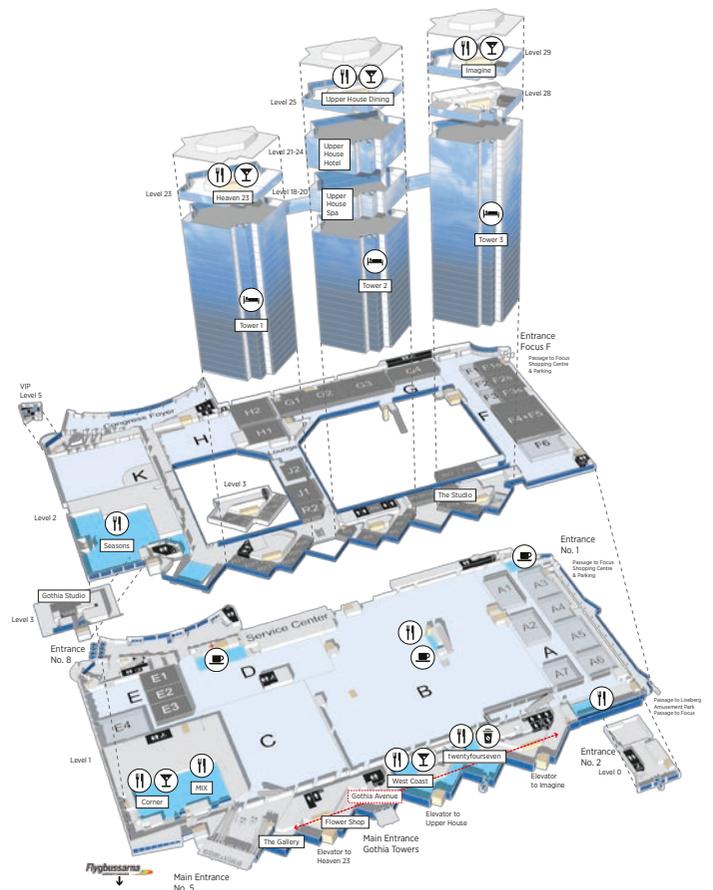
# ALL UNDER ONE ROOF

The Swedish Exhibition & Congress Centre and Gothia Towers is a leading global destination for sustainable meetings, with an unbeatable location in the city heart.

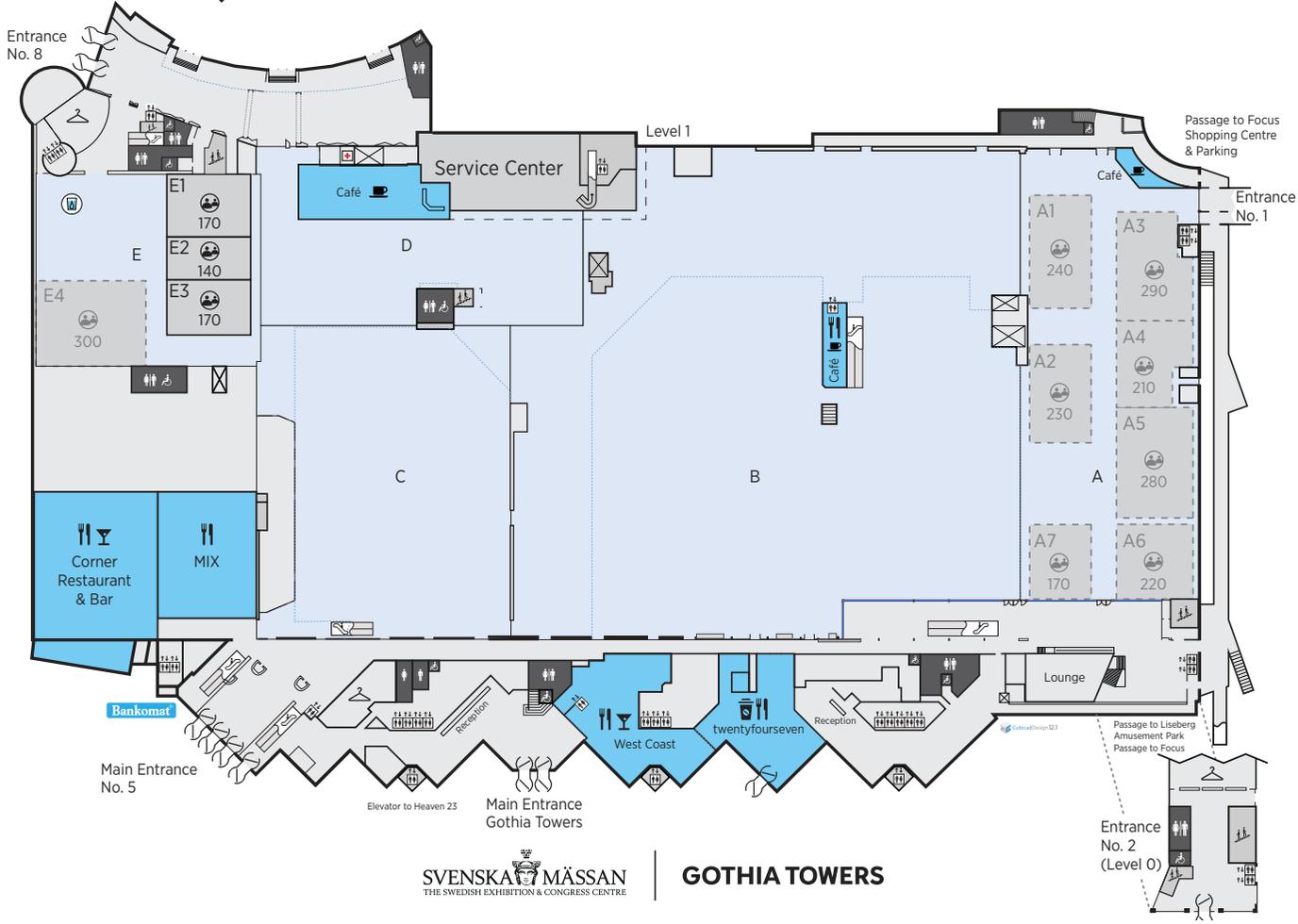
Every year almost 2 million visitors come to experience one of Europe's largest fully integrated hotels, exhibition, and congress facility. Many of them visit us again and again. We simply love saying, 'Welcome back!'

Expect a top-notch convention centre, a buzzy atmosphere, cutting-edge expertise, value for money, and the great feeling that everything just seems to run so smoothly.

We customize every event based on your wishes, from arrival to departure. Professionalism and quality are a matter of course.



# Site Map



Meeting room	Area (m <sup>2</sup> )	Dimensions LxW (m)	Height (m)	Daylight	Theatre	Classroom	Cabaret	U-shape	Boardroom	
Congress Hall	2000	42.4 x 48	3-7	No	1500**	640	490	-	-	 1200
H1	310	19.4 x 16	4.9	No	250	144	112/138*	50	-	
H2	380	20 x 19.4	4.9	No	300	148	126	46	-	
H1+H2	750	39 x 19.4	4.9	No	500	280	-	-	-	1200
G1	310	19 x 18	3.7	No	220	110	84	42	-	
G2	300	18.5 x 18	3.7	No	220	110	91	50	-	
G3	500	18 x 28	3.7	No	400	220	161	70	-	
G4	330	27 x 12.5	3.7	No	300	130	119	64	-	2700
F1 (F1 large)	210 (340)	13.8 x 15 (22.4 x 15)	5	No	140 (280)	64 (128)	70 (119)	36 (60)	-	
F2 (F2 large)	225 (330)	17.3 x 12.8 (25.8 x 12.8)	5	No	140 (280)	72 (132)	63 (112)	40 (64)	-	
F3 (F3 large)	200 (330)	13.5 x 14.8 (22.4 x 14.8)	5	No	140 (280)	64 (128)	70 (119)	36 (60)	-	12
F4+F5	900	25.7 x 34.5	5	No	600	320	280	-	-	
F4	460	26.4 x 17.3	5	No	360	180	168	74	-	
F5	440	25.7 x 17.2	5	No	360	180	154	74	-	
F6	340	19.5 x 17.3	5	No	260	112	112	54	-	
E1	225	18 x 13	4.3	No	170	90	63	-	-	
E2	165	18 x 10	4.3	No	140	70	49	-	-	
E3	200	18 x 12	4.3	No	170	80	56	-	-	
E4	460	18.4 x 24	4.3	No	300	150	98	-	-	Gym
A1	350	25.2 x 13.7	4.9	No	240	132	112	64	-	
A2	300	21.9 x 13.7	4.9	No	230	120	84	60	-	
A3	390	24 x 16.5	4.9	No	290	130	112	52	-	
A4	300	19.2 x 18.1	4.9	No	210	100	84	44	-	Room service
A5	450	24.6 x 18.1	4.9	No	280	160	133	72	-	
A6	277	16.8 x 16.5	4.9	No	220	108	84	46	-	
A7	230	16.8 x 13.7	4.9	No	170	84	63	36	-	5
J1	225	16.6 x 13.5	5.4	No	196	110	84/114*	46	-	Restaurants
J2	168	11.3 x 15.6	5.4	No	125	66	56/72*	30	-	
R2	120	9.6 x 11.9	2.7	No	70	40	42*	26	-	
R3	56	8.3 x 6.5	2.6	Yes	-	-	-	-	12	5
R4	73	10.8 x 6.8	2.6	Yes	35	30	36*	24	20	Bars
R5, R6	42	7 x 6.5	2.8	Yes	30	24	18*	16	12	
R5+6	90	14 x 6.5	2.8	Yes	50	36	48*	24	20	
R7	36	7.2 x 5	2.5	Yes	20	12	-	-	10	
R9	46	7.1 x 6.4	2.7	No	20	18	18*	16	12	5
R11, R12	45	6.5 x 7	2.7	No	30	24	18*	16	12	Function Rooms
R11+12	90	13 x 7	2.7	No	50	36	48*	24	20	
R14	97	14.4 x 6.8	2.7	Yes	50	36	48*	24	28	
R15	48	7.2 x 6.8	2.7	Yes	30	24	18*	16	12	Free
R16	76	11.2 x 6.8	2.7	Yes	35	30	36*	24	20	
R17	84	7.4 x 11.3	3	No	50	40	36*	26	24	
R18	86	7.4 x 11.6	3	No	70	40	36*	26	24	
R17+18	170	7.4 x 23	3	No	130	88	84*	36	36	
R21, R22, R23, R24, R25, R26	45	7 x 6.5	2.8	Yes	30	24	18*	16	12	0 m
R22+23, R24+25	95	14.5 x 6.5	2.8	Yes	50	36	42*	22	20	
R31	69	10.6 x 6.5	2.4	Yes	50	30	36*	16	-	
R36	52	7.2 x 7.2	2.4	Yes	-	-	-	-	14	
R33, R34, R35, R37, R38	26	7.2 x 3.6	2.4	Yes	-	-	-	-	10	50 m
R13 – The Studio	48	7 x 7	2.7	No	-	-	-	-	-	
Gothia Studio	85	12.5 x 7.6	2.7	No	20	-	-	-	-	2 km
VIP Lounge	138	-	2.4	Yes	Mingle 25 p	-	-	-	14 + 4 + Lounge	
Skyline	47	7 x 7	2.7	Yes	-	16	-	14	20	
View	97	14 x 7	2.7	Yes	-	-	-	-	16 + Lounge	
Horizon	97	14 x 7	2.7	Yes	-	-	-	-	16 + Lounge	22 km
Star	47	7 x 7	2.7	Yes	-	18	-	14	20	

Flexible space: A, E, F, G, H

\* Cabaret à 6 seats

\*\*Auditorium: 1500, Banquet: 1050 at straight tables or 700 at round tables

### Exhibition Halls

Hall A	Hall B	Hall C	Hall D	Hall E***	Hall F***	Hall G	Hall H	Expo Hall***
3450 m <sup>2</sup>	10400 m <sup>2</sup>	3370 m <sup>2</sup>	2100 m <sup>2</sup>	2000 m <sup>2</sup>	3800 m <sup>2</sup>	2500 m <sup>2</sup>	1400 m <sup>2</sup>	550 m <sup>2</sup>

\*\*\*Daylight

# THE OVERNIGHT EXPERIENCE

Meet, eat and socialize, and then enjoy a good night's sleep in one of our in-house hotels.

Gothia Towers features 1200 tastefully decorated rooms, most of which with magnificent views of the city. We offer everything from affordable double rooms to spacious extra-everything suites.

For a truly special experience, we warmly recommend our five-star hotel within the hotel. Upper House is an award-winning hotel of the highest international standard, designed in the crisp and classic Nordic style.

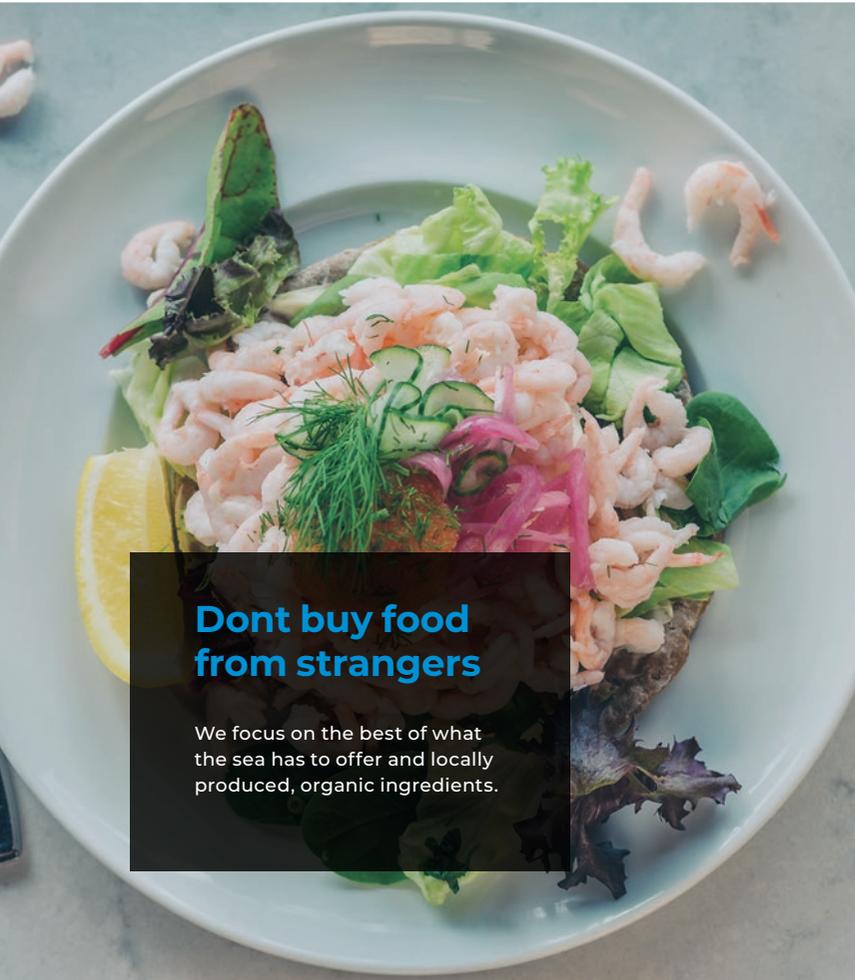
But there is more to the overnight experience. Welcome to explore the Upper House Spa. Pamper yourself with a luxurious treatment or take a daring swim in the outdoor glass bottom pool on the 19th floor.





## Do you dare?

Take a swim in the outdoor glass bottom pool on the 19th floor.



**Dont buy food  
from strangers**

We focus on the best of what  
the sea has to offer and locally  
produced, organic ingredients.





# A DREAM FOR FOODIES

Please feel invited to a culinary journey. Choose one stop or many, all under the same roof.

## Upper House dining

With unbeatable views over beautiful Gothenburg, Upper House Dining offers you a unique experience for all your senses.

## Heaven 23

Food, wine and cocktails with a view. Enjoy modern cuisine based on seasonal produce with sweeping views over Gothenburg through the seasons.

## West Coast

A bistro vibe, Sunday dinners and selected Swedish beers. All good reasons for meeting up with friends in our hotel lobby.

## Corner

A vibrant restaurant with inspiration drawn from the central neighbourhoods of New York, where southern European flavours meet the hustle and bustle of North America.

## Twentyfourseven

A welcoming hum and a homelike buzz of activity greet you in our hotel lobby café, deli and bar.

Or why not arrange a dinner event at **Imagine**, on the top floor of Tower 3, or a 1000 people banquet in any of our function halls.

Welcome & enjoy!

Enjoy sky-high gastronomy or grab a bite on the run. We're here for you on every occasion.



What's the secret to organising world class events? Every event is different. However, by applying proven methodologies alongside our creativity and innovation, we ensure the success of every event.



In the modern world of digital media, it has become all the more important for live events to offer an exceptional experience.



Our exhibition portfolio is very diverse. Everything from major exhibitions attracting 100,000 visitors to niche meetings for highly specialised and demanding delegates.



## EXHIBITIONS MEANS BUSINESS

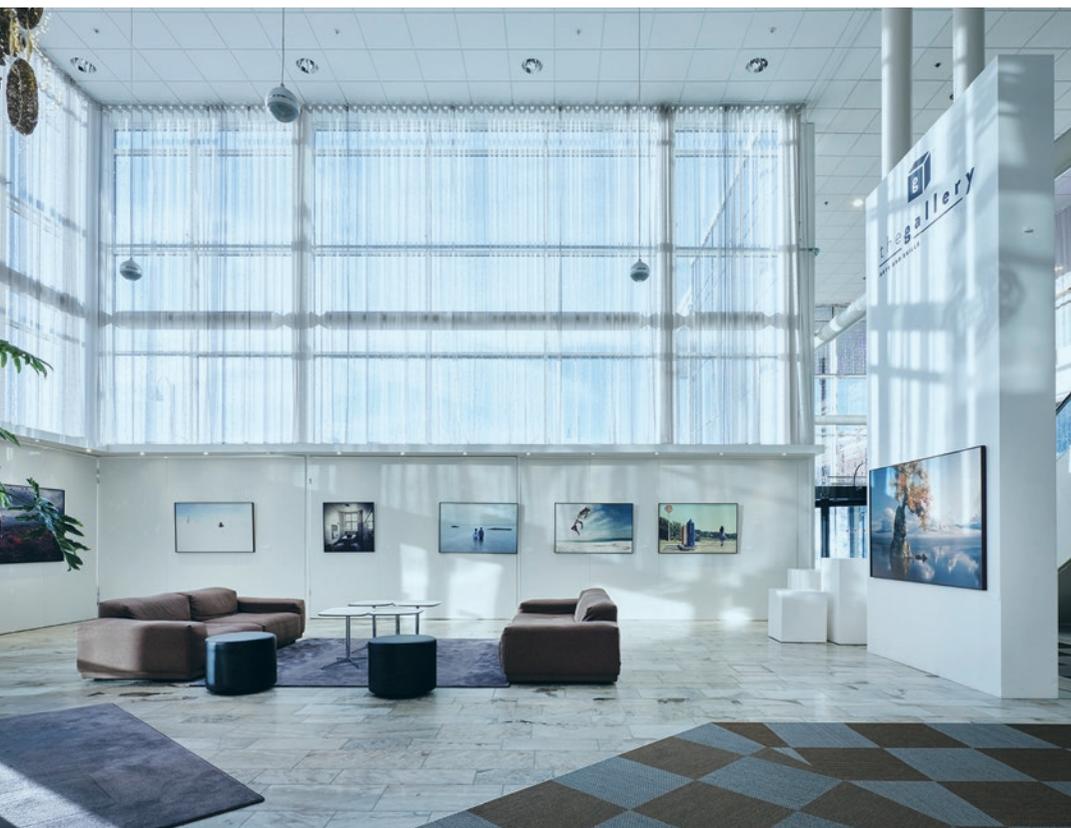
The Swedish Exhibition & Congress Centre is the largest organiser of exhibitions in the Nordic region. We have been organising exhibitions since 1918. Offering all the experience and skills needed to make an event an absolute success. We help to grow business, deepen relationships, showcase innovation and inspire customers through the power of personal interaction and live experiences.

Some 30 of the exhibitions we organise are our own branded events, such as Elfact, EuroHorse, Scanpack, The Gothenburg Book Fair and the Gothenburg Boat Show. We also co-organise joint enterprise exhibitions in conjunction with external bodies and trade associations. Exhibition and meeting activities are divided into four areas: Society, Industry, Lifestyle & Education, and Culture & Media. Each area maintains close ties with the relevant industry and promote business and meetings on issues that affects industry, society and lifestyles in northern Europe.

THERE IS MORE...

# 100 YEARS OF EXPERIENCE - AND WAY FORWARD

People have come here to meet, socialise, and do business since 1918. We are keeping it up, only now aiming at becoming Europe's most attractive venue by offering the best overall experience. We continue developing and are laying exciting plans for years to come.



## THE GALLERY

Top the treat in the Gallery, the art space of Gothia Towers, featuring both established as well as new artists. Then take a stroll on The Avenue, our in-house passage for shopping, relaxing and dining.

On top of Tower 2 we have our own organic rooftop garden including bees producing honey for our restaurants. Could not be more locally produced!



# COMMITTED TO SUSTAINABILITY

- MAKING ROOM FOR A BETTER WORLD

The Swedish Exhibition and Congress Centre and Gothia Towers, is highly committed to sustainability, proven in its daily operations and in a number of international certifications. We are for example certified according to the ISO 20121, an international management system standard for the events industry - activities, products and services. The 2012 Olympic Games in London was the first major test of this standard. We are also certified according to BREEAM, Building Research Establishment Environmental Assessment Method, which is the world's most widely used environmental classification system for buildings.

However, The Swedish Exhibition & Congress Centre and Gothia Towers commitment to sustainability extends far beyond the hotel and exhibition.

Ever since 2016, Gothenburg has held the number 1 ranking of the Global Destination Sustainability Index as the most sustainable meeting destination in world.

There is a strong passion for sustainability, and global corporations and universities side by side with innovative entrepreneurs. This is reflected in several sectors, from culture, gastronomy, and entertainment to transport.

# WELCOME TO A GLOBAL MEETING POINT IN THE HEART OF SCANDINAVIA

- Europe's largest, fully integrated hotel, exhibition and congress facility, and one of Europe's five biggest hotels
- 2 million visitors a year
- Several restaurants and bars, everything from grab'n'go to fine dining, and several function rooms
- 1200 hotel rooms and suites
- 60 meeting rooms for 2 to 3000 delegates
- Congress hall for 1500 people
- Hundreds of congresses & meetings every year
- Festivities & banquets for up to 4000 guests
- 30 exhibitions & 8000 exhibitors every year
- 41000 square meters of exhibition & congress space
- Upper House, a five-star hotel within the hotel
- Exclusive 3-floor spa with an outdoor glass bottom pool on the 19th floor

## AND MORE

**WANT TO KNOW  
EVEN MORE?  
SCAN THIS CODE:**

