

GL events announces the launch of Salvador Convention Center in early 2020



Salvador Convention Center in Salvador de Bahia, Brazil

GL events, operating Sao Paulo Expo and Riocentro, two of the largest exhibition and convention centers in South America, announces the launch of a new convention center in Salvador. Situated in a second-tier meeting destination in Brazil, Salvador Convention Center will open in 2020 accommodating large-scale meetings and events.

The brand-new convention center includes a 15,000 sqm functional building and a 12,000 sqm outdoor space with a capacity to host up to 20,000 attendees. Extensive parking area, over 40 meeting rooms ranging from 50 to 800 people, 8 multi-purpose halls, restaurants and other seafront facilities, will offer International and Latin American MICE professionals an attractive solution to bring their events in one of the most beautiful and visited Brazilian city.

Salvador is the country's fourth most populous city, the largest city in northeast Brazil and historically the country's third business tourism destination after São Paulo and Rio de Janeiro. The city is fully equipped with infrastructure to host large-sized conventions and events. This includes a hotel capacity of 20,000 rooms and an airport with a capacity for 12 million passengers per year. The city is also internationally appreciated for its gastronomy, music, architecture and multicultural atmosphere.

GL events was awarded a 25-years management concession by the municipality of Salvador de Bahia (Brazil) to operate this new venue. With this foothold in another major Brazilian city, the company aims to better serve major agencies and event organizers operating in South America and globally.

Salvador Convention Center will be featured during IMEX America tradeshow, September 10-12 in Las Vegas to over 6,000 US and international buyers and MICE media agencies. A press conference will be held on **Wednesday, September 11 at 3.45 pm** in order to introduce the venue.

About GL events

GL events is a worldwide provider of integrated solutions and services for congresses and conventions, cultural, sports and political events, trade fairs and exhibitions for professionals and general public. GL events Venues manages a global network of 50 event venues: convention and exhibition centers, exclusive and multifunctional venues, concert halls and arenas to host any type of event.

About GL events Brazil

GL events came to Brazil in 2006, where it has already invested around R\$ 1 billion and continues to expand. The conglomerate's current portfolio in Brazil includes 6 companies with offices in Rio de Janeiro, São Paulo, Paraná and Salvador. The group is responsible for managing convention centers such as São Paulo Expo, the largest in Brazil, and Riocentro, along with the Jeunesse Arena, in Barra da Tijuca. GL events took part in setting up and providing temporary facilities for all of the major events held in Brazil: the 2007 Pan-American Games, Rio + 20, 2013 Confederations Cup, 2014 World Cup, XXXII World Youth Day and 2016 Olympics, as well as other sporting events and shows.

GL events is the only conglomerate to function in the entire events chain in Latin America, and its Brazilian branch operates in four distinct business lines, following the model established by headquarters. GL events Live conceives, organizes and carries out events; GL events Exhibitions is responsible for the organization and production of tradeshow and GL events Venues manages event locations. Brazil is the first country to operate in an additional business line, GL events Hospitality, whose main purpose is the management of hotel activities and food & beverage. This division is responsible for the Grand Mercure Riocentro, a five-star hotel in Barra da Tijuca, with 306 rooms.