
Within the framework of the Chelsea-Barcelona soccer match, more than 200 British professionals from the tourist sector will attend the presentation of Catalonia as a business destination

The event will take place tomorrow at Chelsea's Stamford Bridge stadium, and has been jointly organised by *Turisme de Catalunya*, Barcelona Football Club and the Barcelona Convention Bureau

Monday, 20 February 2006— *Turisme de Catalunya* takes on an intense promotion of Catalonia as a destination for congresses, conventions and incentives. Coinciding with the Champions' League match that FC Barcelona is to play in London, and with the celebration of International Confex, the leading exhibition for the events industry, also in the capital of Great Britain, *Turisme de Catalunya* presents tomorrow the potential of the Catalonian destination before 200 representatives from tour operator companies and travel agents from the MICE sector (meetings, incentives, congresses and events), and from the communications media.

The event will take place tomorrow, Tuesday, at Chelsea's Stamford Bridge stadium, coinciding with the training session prior to the official match between Barça and the London team on Wednesday. The presentation will rely on the participation of Miquel Àngel Cusí, the Head of the *Turisme de Catalunya*-run Catalonian Tourist Promotion Centre in the United Kingdom, as well as of members of the Barcelona Football Club board, and of the Barcelona Convention Bureau, and will close with a taste of Catalonian cuisine.

Congresses, Conventions and Incentives in Catalonia

Catalonia is gradually becoming a more and more suitable destination to attracts the congress, convention and incentive tourism. The Catalonian capital is one of the leading European and world cities in regard to the celebration of international congresses. Business tourism blends well in Catalonia with the offer of structured products such as golf, culture, gastronomy and active tourism, among others.