

**A WARM  
WELCOME TO  
BERNEXPO**

BERNEXPO

With our range of exhibition halls, conference facilities, multifunctional halls and outdoor areas that is unique in Switzerland, BERNEXPO markets, develops and facilitates live events. Above all, however, we are hosts who welcome your customers and guests with open arms and a big heart.

With the opening of the Neue Festhalle and the congress centre, BERNEXPO will have a total of six “playgrounds” to host **CONGRESSES and CONFERENCES, TRADE FAIRS and SHOWS, CULTURE and EVENTS and LAB and SHOPS** from 2025 onwards.

BERNEXPO

## THE BERNEXPO BUSINESS LINES

From trade fairs to congresses and concerts: the BERNEXPO venue is where life takes place. There is always something going on here.

### CONGRESSES AND CONFERENCES

Here, the emphasis is on hospitality and our modular locations. When you invite your customers or guests to our venue, you can be sure that everything will run like clockwork when it comes to project planning and organisation, infrastructure and technology, and hospitality and catering. What's more, it doesn't matter how big or small your plans are, as we are just as passionate about welcoming 100 guests as we are 2,500.

- Congresses with meeting and hospitality facilities
- Immense flexibility thanks to modular infrastructure and customisable spatial concept
- High quality of service thanks to an infrastructure tailored to catering and dining
- Ideal location in terms of access and accommodation

### CULTURE AND EVENTS

Together with our partner companies in the events sector our playgrounds also host cultural events such as concerts, parties and theatre performances, to name but a few examples. And we have the ideal setup for staging award shows or sporting events, with or without TV transmission. Our location in the heart of Switzerland, with excellent public and private transport links, plays an important part in this, of course.

- Everything is possible – from TV shows and musicals to DJ-hosted parties or live concerts with 30,000 fans
- Multifunctional hall for concerts or cultural or sporting events for 500 to 9,000 visitors
- Customisable spectator stands
- Easy accessibility and ideal transport links

### TRADE FAIRS AND SHOWS

With a total area of 47,000 m<sup>2</sup>, we offer all the options and infrastructure needed to stage top-level live events – including flexible catering. As well as staging our own events, such as the BEA, we can host your events. And you can also rent a bespoke location package, of course. We are flexible from A to Z.

- BERNEXPO has over 70 years of experience in staging events, many of them highly complex in nature
- Six playgrounds covering a total of 47,000 m<sup>2</sup>, including catering
- A range of in-house services, such as our joinery, ensures optimum quality of service
- Organisation and staging of our own trade fairs
- Rental of areas for guest exhibitions
- Staging of external event ideas and concepts

### LAB AND SHOPS

BERNEXPO is also a vibrant location for a multitude of experiences in this domain – a think tank where people work on pilot projects, an innovation hub for all manner of topics, and also a venue for unexpected collaborations in the shape of shop concepts at the BERNEXPO site.

- Open to collaborations in all of our specialist fields: Health, nutrition and mobility
- Innovation hub for start-ups, companies and retail

# A VIBRANT PLACE BRIMMING WITH THE DIVERSITY OF LIFE

The six BERNEXPO playgrounds will become a vibrant centre for a wealth of encounters and experiences when the Neue Festhalle opens in 2025. Places where all are welcome – with an agenda and flexible formats designed to help people, engage them and provide enjoyment.

**BERN, SWITZERLAND AND THE WORLD ARE WELCOME HERE.**

## 📍 BERNEXPO LAB

The Lab is a place of innovation, where mobility, nutrition, health and retail all connect together. All topics dealt with here link directly to BERNEXPO contents.

## 📍 BERNEXPO HALLS

As well as being the location of the BERNEXPO business office, this is also home to the central trade fair and exhibition facilities for medium-sized and large events. The congress centre will also be here, as before.

## 📍 BERNEXPO PARK

The Park is suitable for a vast range of large-scale events such as trade fairs and exhibitions as well as traditional shows such as Circus Knie and DAS ZELT. Not to mention cultural events such as open-air concerts, theatre performances, themed festivals and staff parties in combination with the use of interior facilities. The Park also includes the large area between the new building and the BERNEXPO halls.

Rock bands Muse and Guns N' Roses will be playing BERNEXPO Park in 2023, and the new Spex Festival is also being staged here in the Park.

## 📍 BERNEXPO FESTHALLE

The new building comprises three main facilities: the multifunctional hall (which shares its name, Festhalle, with the entire new building), the Cube congress centre and the Foyer.

Large conferences or cultural events such as concerts or theatre performances will be staged in the highly modern and versatile multifunctional hall (area 2), with capacity for up to 9,000 visitors.

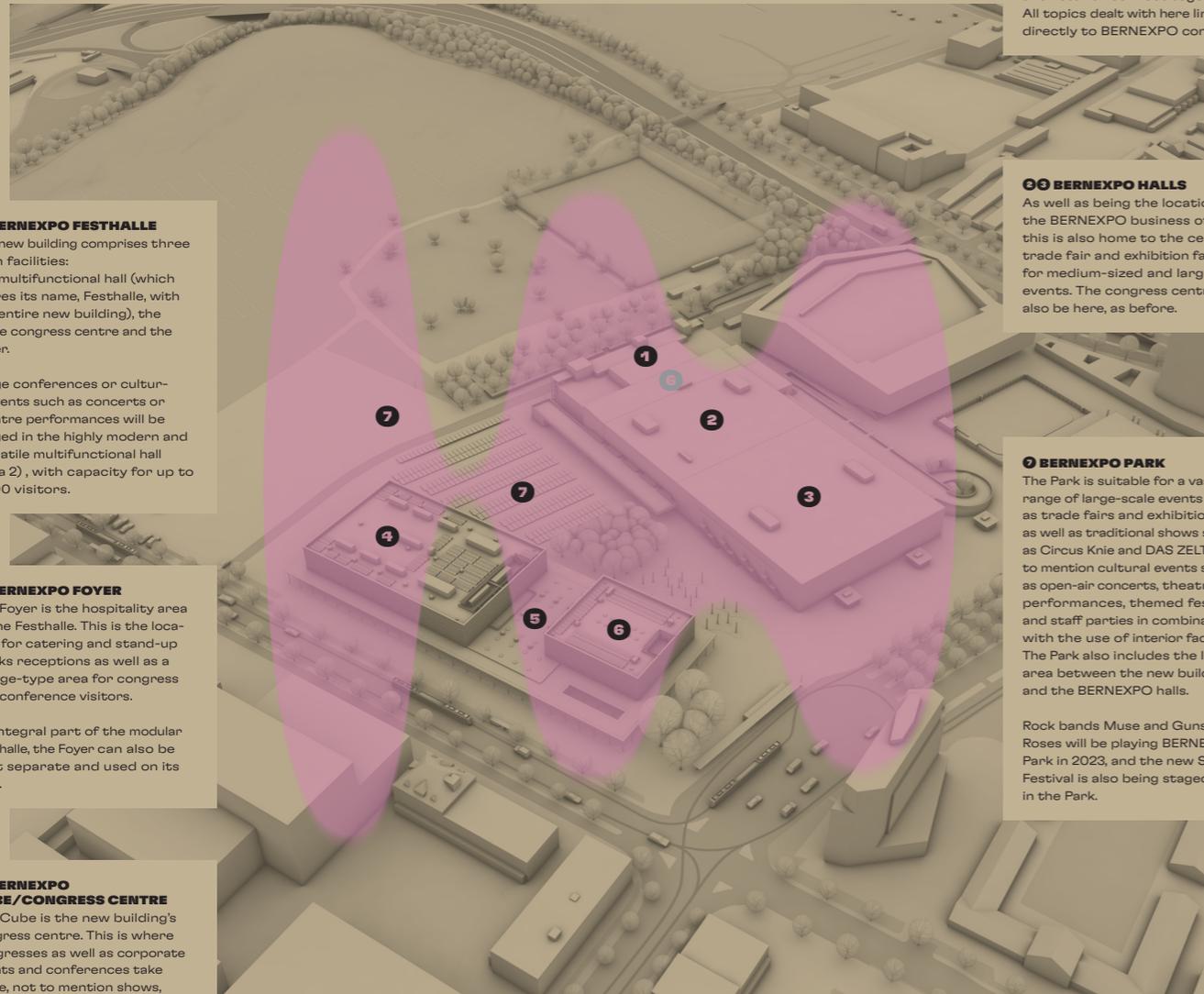
## 📍 BERNEXPO FOYER

The Foyer is the hospitality area of the Festhalle. This is the location for catering and stand-up drinks receptions as well as a lounge-type area for congress and conference visitors.

An integral part of the modular Festhalle, the Foyer can also be kept separate and used on its own.

## 📍 BERNEXPO CUBE/CONGRESS CENTRE

The Cube is the new building's congress centre. This is where congresses as well as corporate events and conferences take place, not to mention shows, exhibitions and smaller concerts for up to 1,200 people (seated). On the upper levels, the Cube impresses with six breakout rooms, modern infrastructure and an accessible roof patio.



# NEUE FESTHALLE – AN IMPORTANT INVESTMENT IN THE FUTURE



With the opening of the Neue Festhalle in 2025, the city, the canton, the region and the Bern population will get a versatile new building with capacity for up to 9,000 people, opening up new potential for the Bern trade fair venue. The city of Bern and the economy in the canton of Bern will draw lasting benefit from the value created by the event and congress business. This particularly includes Congress Hub Bern, which BERNEXPO GROUPE launched together with Bern Welcome and Kursaal Bern. The Neue Festhalle is able to host congresses, trade fairs

and conferences as well as festivals, shows, concerts, theatre performances and sporting events. It underlines the importance of Bern as the Swiss capital, a university city and a cluster for innovation topics such as education, medicine, precision engineering and energy technology.

# HELLO NEUE

## ENERGY AND SUSTAINABILITY

The Neue Festhalle meets the Minergie P standard and is an energy efficiency showpiece on the trade fair scene. What's more, the new building will operate without the use of fossil fuels, in keeping with the sustainability strategy of Messepark Bern AG, and in compliance with the goals and requirements of the cantonal energy legislation and the city of Bern's energy structure plan.



## ECOLOGY

The sycamores on Guisanplatz and the avenue of trees along Papiermühlestrasse will remain in place. In dialogue with the various partners, it was decided that 44 trees removed from the exhibition premises during the construction work will be replanted. The proportion of near-natural areas (incl. trees) will more than double, by making 15 per cent of the perimeter area near-natural, as further compensation, in accordance with the city of Bern's biodiversity requirements. Previously, near-natural areas (incl. trees) accounted for just 6.25 per cent of this area. The envisaged extensive roof greening with exclusively native species and the further distancing from Papiermühlestrasse will vastly improve the current situation.

# FESTHALLE

## TRAFFIC

The use of cars is being minimised. BERNEXPO GROUPE subscribes to the goal of ensuring that cars account for no more than 30 per cent of traffic – in accordance with Wankdorf's partially revised development focus (ESP) structure plan. In consultation with the canton, a public boulevard is being created as a non-motorised transport link along the Neue Festhalle and Papiermühlestrasse.

## PARKING SPACES

No additional parking spaces are being created as a result of the construction of the Neue Festhalle. The existing underground car park is being extended by around 360 parking spaces, meaning that some of the overground parking spaces on Papiermühlestrasse (P1 to P2) can be replaced by underground parking spaces in due course.



📍 Guisanplatz view

## ADDED VALUE

Once up and running, the Neue Festhalle will add considerable value for the city and canton, and greatly strengthen Bern's position as an event location.

## VOTE

In the vote on 7 March 2021, the city's voters approved the Mingerstrasse/Papiermühlestrasse development plan and the city's investment contribution of CHF 15 million towards the total cost of constructing the Neue Festhalle. The Cantonal Parliament of the canton of Bern also approved a corresponding loan.

## PROTECTION OF DISTRICT INTERESTS, ARCHITECTURE, MONUMENT PRESERVATION AND SOCIAL AFFAIRS

Dialogue with residents has a high priority. The Neue Festhalle will blend into the district organically and help make the area more attractive, vibrant and dynamic for residents. Alongside the new traffic routing, the development plan outlines further measures aimed at protecting the district from motorised traffic. Accessibility will be maximised with regard to circulation, surfaces, ramps, stairs, lifts, parking spaces specifically for wheelchair users, paths and passageways.



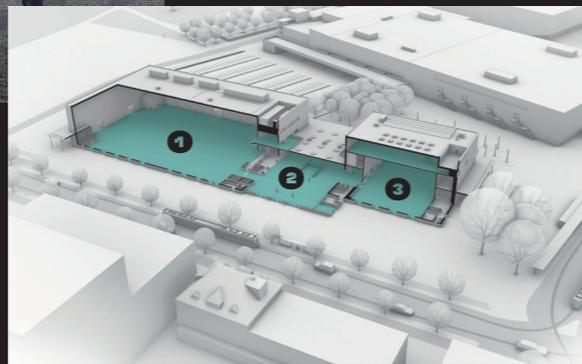
📍 View of main entrance via Papiermühlestrasse

# THE PERFECT HOME FOR CONGRESSES AND CONFERENCES



In this sense, the Neue Festhalle – located in the heart of Switzerland, with ideal transport links – is the perfect stage for congresses, conferences and conventions attended by several thousand people. The individual sections of the building can be used either independently or in combination, and the existing halls can also be included if needed. The Neue Festhalle is also ideal for parallel sessions – ready at all times and designed to inspire innovative formats for the future.

View from Guisanplatz

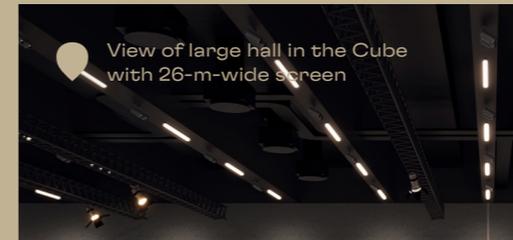


- ① Multifunctional hall with VIP lounge
- ② Foyer, entrance hall/reception, artist wardrobes, sanitary facilities (lower level)
- ③ Cube congress centre; lower/upper level, hospitality areas and exhibition area

Knowledge transfer is what drives an economy that wants to be at the forefront. The Neue Festhalle is perfectly set up to host conferences in a wide range of business sectors in a highly modern setting. It's a place where people share a wealth of knowledge over several days, discuss the latest trends and advance developments in their industry. Congresses in the Neue Festhalle offer an ideal mix of exhibition area (experience), conferencing (knowledge transfer), rooms for sessions and workshops (sharing and dialogue), and networking zones and catering (socialising and togetherness).

Measuring 9,400 m<sup>2</sup> in total, the Neue Festhalle offers three modular and versatile areas: the multifunctional hall, the Cube with its numerous meeting, breakout and hospitality areas, and the Foyer for exhibitions or as a catering area.

# THE ULTIMATE IN MODULARITY: WELCOME TO THE CUBE



View of large hall in the Cube with 26-m-wide screen



View of breakout rooms and flexibly divisible meeting rooms and small halls on the upper level of the Cube



A complex that leaves absolutely nothing to be desired. Because, whatever you have in mind, the Cube congress centre fits in with your plans – rather than vice versa. It has an area of 1,300 m<sup>2</sup>, is pillarless and can be divided into two sections. It features state-of-the-art event technology, of course, as well as a 26-m-wide screen and a stage that easily adjusts to various heights.

## PARALLEL SESSIONS AND BREAKOUT ROOMS

Besides the large hall on the lower level, there are various additional facilities on the upper level and roof level, which can be used either individually or as a complete package – for breakout rooms, presentations or parallel sessions.

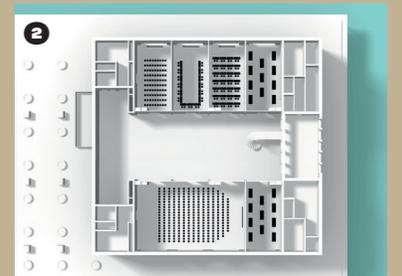
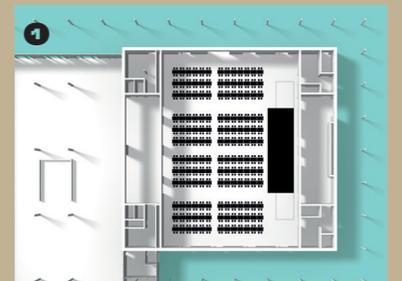
## CULTURE AT ITS FINEST

The Cube congress centre is designed to also host cultural events that captivate audiences and give artists and performers a stage with all the trimmings – be it medium-sized gigs, theatre performances or even classical concerts.

## CUBE FACTS AND FIGURES

- ① **Large hall on lower level:** area of 1,320 m<sup>2</sup>, which can be divided into two halls, each measuring 655 m<sup>2</sup>, using a partition  
**Banquet seating capacity:** 500 people (or 250 in each half of the hall)  
**Concert seating:** 1,200 people

- ② **Breakout/presentation rooms (upper level):** almost limitless range of configuration options, with room sizes for 20 to 800 people



The multifunctional hall in the new building is the most versatile venue at the BERNEXPO site. Measuring 4,300 m<sup>2</sup> – equivalent to the size of two ice hockey rinks – pretty much anything is possible here when it comes to entertainment and business events. Sporting events, concerts, other cultural events and even grand-style annual general meetings can be staged here, safe in the knowledge that everything will run like clockwork.

**Ready for all things fantastic**

The multifunctional hall is reachable via the Foyer and from the side. It is pillarless, easily accessible for installing event equipment, and tested and approved for heavy loads. What's more, the hall can be optionally equipped with a flexible, height-adjustable stage and temporary stands.

**VIEWS THAT ARE (EVEN) BETTER**

From the VIP lounge on the second upper level, guests have a direct view of the hall as well as direct access to the multifunction hall's patio and gallery. With a total area of 300 m<sup>2</sup>, the VIP area offers everything you could desire for special guests, including a vast range of catering options.

**MULTIFUNCTIONAL HALL FACTS AND FIGURES**

**Total capacity:**  
up to 9,000 people (standing)

**Sporting event:**  
up to 3,900 people  
(with mobile stand)

A WEALTH OF NEW POSSIBILITIES FOR BERN:  
**THE MULTI-FUNCTIONAL HALL**



Situated on the lower level, the Foyer is an inviting area that connects the Festhalle and the Cube. Such is its versatility that the Foyer can also be used as an exhibition or catering area. It is bathed in daylight, courtesy of the skylights, and exudes a friendly and natural ambience. The Foyer offers access to the lower floor and the spacious sanitary facilities.

**TOP-LEVEL HOSPITALITY**

In most cases, the Foyer is the starting point for the particular experience or event. It is therefore also the place where information is communicated via screens, the cloakroom is located, and guests can register or simply take a coffee break. The Foyer's dimensions and design also make it perfect for separate events such as exhibitions requiring plenty of exhibit space, separate drinks receptions and product presentations, for instance.

**FOYER FACTS AND FIGURES**

Area: 1,900 m<sup>2</sup>  
Height: 6,5m

THE HOME OF  
**HOSPITALITY**

# YOUR CONTACTS



## INGRID WALKER

Head of Customer Engagement & Event Sales  
Ingrid.Walker@bernexpo.ch



## OLIVER VRIEZE

Chief Hospitality & Events  
oliver.vrieze@bernexpo.ch



## MICHAEL STOCKER

Head of Industry & Guest Exhibitions  
Michael.Stocker@bernexpo.ch

## CONTACT

events@bernexpo.ch  
www.bernexpo.live  
T +41 31 340 12 00

### **BERNEXPO AG**

Mingerstrasse 6  
3014 Bern  
Switzerland