

YOUR BUSINESS EVENT IN PLOVDIV – EUROPE'S OLDEST INHABITED CITY

"This is the biggest and loveliest of all cities. Its beauty shines from faraway." Lucian (Roman writer)



The second-largest city in Bulgaria Plovdiv, located in the south central part of the country, is an excellent choice for a business event. Apart from its rich cultural calendar the city is attractive with its historical and architectural highlights along with its lively club scene.

Plovdiv is one of the World's most ancient cities and Europe's oldest inhabited city - even beating Athens. It began its life as Neolithic settlement as far back as 4000 BC. Originally of Thracian descent, it became a major Greek and later Roman city known as Philippopolis, named after the King of Philip II of Macedon, Alexander the Great's father.

Plovdiv is a city upon layers of cities and an epoch upon layers of epochs, in tune with the ever-changing evolution of history. Among the top highlights is the Old Town of Plovdiv which features interesting history-related sights: many ancient remains, including an imposing Roman amphitheatre (2nd century AD), Ottoman baths, beautiful houses representative for the architecture of the National Revival period in Bulgaria (18th -19th century), romantic cobbled alleys lined with galleries and hand-made souvenir shops.

The city is within an hour drive and a half drive from the Sofia International Airport with which it is connected via the "Thracia" motorway. The smaller but convenient Plovdiv International Airport used by the low-cost airlines, lies within 30 minutes drive from the modern centre, where the venues suitable for business events are situated. All the twenty hotels of high category are well equipped with high tech conference facilities - numerous halls for meetings and seminars, high-tech installations and module separating walls allowing a myriad of options for interior arrangements. These are equally preferred for private meetings, business meetings, seminars, conventions, products launches, sample presentations.

The International Congress Centre Plovdiv is also perfectly equipped for various business events of greater scale with its nine halls of different size and a capacity of 550 seats.

Ideas for entertainment and incentive activities:

- **A one-day excursion to the Rose Valley of Bulgaria:** In a local distillery you will learn about the ancient traditions of the rose picking, the subtleties of the rose distilling in Bulgaria, and will have the opportunity to try some delicious rose jam! Today Bulgaria produces 70% of the purest rose oil in the world.
- **A half-day excursion to second of size and importance religious sanctuary of Bulgaria:** Visit the Bachkovo Monastery situated within an hour drive from the city of Plovdiv.
- **A classical music concert at an Ancient Roman Theatre:** Spend an evening in style attending a classical music concert set at the Roman Theatre in the Old Town built in 2nd century AD!
- **A private classic concert and a gourmet dinner:** Enjoy a splendid evening at an authentic aristocratic Revival house in the Old Town of Plovdiv!

