
ISO International Shopfitting Organisation Congress 2011, May 26 – 28.

Hotel Century Old Town Prague, Czech Republic. Tel. (+420) 221 800 555.

The *Century Old Town* congress hotel is conveniently located next to *Palladium*, the largest and most modern, yet typical Czech shopping mall in the country, an example of one among 200 stores is F&F, Tesco's new fashion-only flagship store.

Thursday May 26.

16:00 meeting of the Management Committee, new members welcome.

18:00 Get-together party, meet your foreign colleagues for fun and business on a riverboat cruise on the Moldau incl. dinner, music and a view of Europe's most romantic city from the river side.

Walking distance from the hotel, boarding at Mole no. 2. NOT LATER THAN 18:50. Back about 22:00.

Friday May 27.

8:30 Bus departure to glass factory in Beroun.

(Bohemia, Böhmen is a historic center of European glass manufacturing industry).

HARFA Center, introduction to e.g. ISO member stores in a modern suburban Prague shopping mall.

12:00 Visit to NSE CZ (New Store Europe) and an informal, light lunch.

14:00 SKODA, one of Europe's most updated and successful car factories (VW Group, metalwork, fitting & finishing technology) and a museum of cars and Czech industry development, dept. 17:00.

18-18:30 back in the hotel.

20.00. Dinner at IMPERIAL 100 M away. Czech * Star restaurant, recommended by Guide Michelin.

Saturday, May 28.

Delegates:

9:00 ISO Annual General Meeting, seminar and members' meeting. Economic reports and state of the industry, by member countries. Share local know-how about retail & shopfitting in the Czech Republic and neighbouring countries.

Workshops: Group brainstorming and discussions, ISO activities and strategy now and in future.

Conclusion meeting in plenum.

Coffee break and light lunch between the sessions.

Business finish estimated 14-15:00, afternoon off.

Spouses:

9:30 Tram & walking tour of historic Prague, Powder Tower, Church of our Lady Týn, Old Town Square, Parizska (Prague's "Magnificent Mile" of top brand stores), Charles Bridge, lunch at a typical restaurant en route. The castle and Cathedral optional, Taxi back about 14-15:00 if necessary.

Altogether:

19:30. Dinner. 10 minutes' walk to U Pavouka, Celetná 17, Prague 1. Original Czech food and drinks served with a Medieval Fantasy entertainment show in a Prague old town vault.

Sunday morning, May 29.

Breakfast, bye-bye new and old friends of the industry, see you again!

Individual: Thursday and Sunday Anna & Preben are at your disposal for individual sightseeing and "czeching" of good restaurants, e.g. Hanavsky Pavillon or Letensky Zamecek (by the interesting *Technical Museum*) above the river with beautiful City views. La Casa Argentina with music, song & dance (for smokers), or innumerable beer places in this the first beer nation of the World, both by quality and volume per capita! Shopping, stores and malls.

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