

By Remi Deve

Building Capacity, Shaping Futures at Prague Congress Centre

Long-term thinking has always been embedded in the logic of association meetings. Congresses are rarely planned for the present moment alone; they are positioned years ahead, aligned with scientific cycles, institutional strategies, and the evolving needs of global communities. It is within this forward-looking framework that the transformation of the Prague Congress Centre should be understood.

The planned expansion of the venue – centred on a new exhibition hall scheduled for completion in 2029 – is not simply a matter of additional space. It reflects a broader recalibration of what large-scale congress infrastructure must deliver: integration, flexibility, and the capacity to host complex formats that merge science, industry, and engagement.

Anticipating the Next Format of Congresses

Across disciplines, large international meetings have evolved into multi-layered platforms. Scientific sessions coexist with

exhibitions, symposiums, live demonstrations, networking environments, and social programming that must function as a cohesive whole. This evolution places new demands on venues, particularly in terms of spatial continuity.

The addition of a 5,000 m² exhibition hall at the Prague Congress Centre responds directly to this shift. Once completed, the venue will offer a total of 21,000 m² of exhibition space and an overall capacity of up to 15,000 participants, positioning it among the most substantial congress complexes in Central Europe.



More importantly, the expansion is conceived as a seamless extension of the existing structure. Rather than dispersing activities across multiple locations, the design allows organisers to maintain all components of a congress within a single, connected environment. This continuity simplifies logistics, but it also shapes the experience of delegates, enabling a more fluid interaction between sessions, exhibitions, and informal exchanges.

As Lenka Zlebkova, CEO of Prague Congress Centre notes: *“What we are building is not just additional capacity, it is continuity. Large congresses today require spaces that work together, where delegates, content and partners can move without interruption. Our ambition is to create a venue where everything connects naturally.”*

A Venue Embedded in the City

This notion of connection extends beyond the building itself. One of the defining characteristics of the Prague Congress Centre is its location, unusual in a European context where large venues are often situated on the periphery.

Positioned above a metro station and within minutes of the historic core, the venue allows participants to move easily between the congress environment and the city. The proximity of landmarks such as Vyšehrad reinforces this relationship, offering immediate access to cultural and historical settings without the need for organised transport.

This physical integration contributes to the overall attractiveness of Prague as a congress destination. Ranked among the top cities globally for international association meetings, Prague combines accessibility, safety, and cultural depth with a strong academic and scientific base.

Modernisation as Strategic Alignment

The expansion project is part of a wider investment programme that includes upgrades to stage technology, audiovisual systems, and hybrid broadcasting capabilities. These developments reflect the continued importance of technical performance in delivering high-quality congress experiences.

The ability to support live streaming, remote participation, and advanced production formats is integral to how associations extend their reach and maintain relevance across dispersed audiences.

At the Prague Congress Centre, these upgrades are framed as components of a coherent strategy. The aim is to ensure that the venue remains aligned with the evolving expectations of organisers while maintaining operational reliability.

Sustainability as Structural Principle

Alongside capacity and technology, sustainability forms a central pillar of the development. The new exhibition hall is designed to achieve LEED Gold certification, incorporating energy-efficient systems, water management solutions, and expanded green areas.

PRAGUE CONGRESS CENTRE: CAPACITY AT A GLANCE

Today

- Total capacity: up to 10,000 delegates
- Meeting spaces: 70 halls, lounges and rooms
- Largest auditorium: 2,764 seats
- Exhibition space: approx. 16,000 m²
- On-site hotel: 4★ property with 250+ rooms

By 2029 (after expansion)

- New exhibition hall: 5,000 m² additional space
- Total exhibition capacity: 21,000 m²
- Total capacity: up to 15,000 delegates
- Flexible layout: divisible into up to 5 independent sections
- Large-scale gala capability: up to 1,500 seated guests

What is notable here is the integration of sustainability into the core of the project, rather than its addition as a secondary feature. This reflects a broader shift within the meetings industry, where environmental considerations are increasingly embedded in decision-making processes.

For association planners, this alignment supports the delivery of events that meet both organisational objectives and societal expectations.

Continuity & Projection

Ultimately, the significance of the Prague Congress Centre's transformation lies in its capacity to project the destination into the future of meetings.

It acknowledges that congresses are dynamic environments where content, technology, and human interaction intersect. It recognises that venues must function not only as hosts, but as frameworks that enable these interactions to unfold.

In this sense, the expansion is all about redefining how that space is used. For Prague, it is also a statement of intent: to remain not only a leading destination for international meetings, but a place where those meetings can evolve.

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