

# Press Release

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## MARS Iberia holds their annual convention at PortAventura Convention Centre

The event, which took place at PortAventura Convention Centre, brought together more than 400 MARS Iberia employees.

The company holds this convention every year to review the previous period and share future objectives.

During the event, a corporate social responsibility action took place at PortAventura Park in which MARS Iberia brought together more than 1,600 children from schools, foundations and specialised centres.



**Foto:** <https://goo.gl/RM2dSy>

**Video:** <https://youtu.be/Et7JnO33Lel>

**April 3th, 2018** - PortAventura Convention Centre hosted the annual convention held by MARS Iberia, with all its associates (as the company calls its workers) to celebrate the successes of the previous period and share the objectives of the next one.

More than four hundred attendees were able to enjoy the opportunities of this privileged venue with the possibility of exclusive access to different areas of PortAventura World.

During the three days of the convention, meetings were held and workshops and working groups were organised in the whole convention centre and extended into several theme areas of PortAventura Park, open exclusively for company members. Different exhibition



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stands were installed in the centre's main halls and common spaces showcasing the brand's products.

" PortAventura Convention Centre can easily adapt to the different needs of each company. For us, it was very straightforward to transform the centre into what we wanted and needed. Our goal was to channel the essence of MARS and we managed to achieve this." said **Olga Martínez, MARS Iberia Corporate Affairs Director**.

The group's employees stayed at the 4-star hotel Gold River, which is inspired by the Wild West. It is located only eight minutes away by transfer from the convention centre, where they were able to exclusively enjoy different areas of PortAventura Park. "It is not easy to find a place for 400 people where we can have such straightforward access to a convention centre with the possibilities offered by PortAventura, and a park where we can also live fantastic emotional experiences. Combining both aspects is complicated and if we also receive such great flexibility from the organisational team, it is undoubtedly an all-around positive experience," underlined **Olga Martínez**, who praised the excellent work of the PortAventura Business & Events team.

## **Solidarity as a tool for teambuilding**

As a teambuilding activity and as a part of the company's culture, a corporate social responsibility action was carried out with the exclusive opening of the SésamoAventura and China theme areas of PortAventura Park. Different activities and workshops took place, with 1600 children from different groups and special circumstances. They were able to enjoy the park and its attractions alongside the 400 employees of MARS Iberia.

"We are a company that organises many volunteer and CSR actions. On this occasion, given the characteristics of the venue, we thought it was a great opportunity to carry out an action for local children and bring them to PortAventura for a unique experience," shared **Olga Martínez**.

The group's employees tried to instil concepts such as respect, honesty or humility by dressing up the children as characters from the most popular fairy tales, testing their psychomotor skills through fun exercise circuits, and letting their imaginations fly as they invented story endings.

MARS Iberia's main intention was to give the youngsters the chance to actively participate in a variety of workshops and enjoy an unforgettable day within the facilities of PortAventura World.



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## **About PortAventura Business & Events**

Everything a company needs to turn any event into a complete success is within your reach at PortAventura Business & Events: PortAventura Convention Centre is spacious, versatile and fully equipped with cutting-edge technology and 18 multi-functional rooms with the capacity to hold up to 4,000 people at the same time within a surface area of 14,000 m<sup>2</sup>. Four 4-star hotels and one 5-star hotel (Mansión de Lucy) with a total of 2100 rooms throughout the resort; high-quality onsite catering facilities, at over 30 restaurants. Ferrari Land, a new venue for special events. PortAventura Park, a leisure park with different theme areas that can be reserved exclusively for your enjoyment. Golf, team building activities, shows, etc., all immersed in the charm of a Mediterranean setting.

## **About Mars Iberia**

Mars Iberia is a company that belongs to Mars Incorporated, which markets Mars chocolates, ice cream and other food products in Spain and Portugal (with well-known brands such as M&M's®, Twix®, Maltesers®, Mars®, Snickers®, Bounty®, MilkyWay®, Galaxy® and Uncle Bean's®), as well as chewing gum and sweets (Orbit®, 5®, Doublemint®, Boomer®, Skittles®, Sugus® and Solano®) and pet products (Whiskas®, Pedigree®, KiteKat®, Cesar®, Frolic®, Sheba®, Catisfaction® and Catsan®). We are proud of our products, and of the pleasure and benefits they bring to the people and pets that consume them. In order to continue deserving this trust, we make a continuous effort to improve quality, innovation and food safety.

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