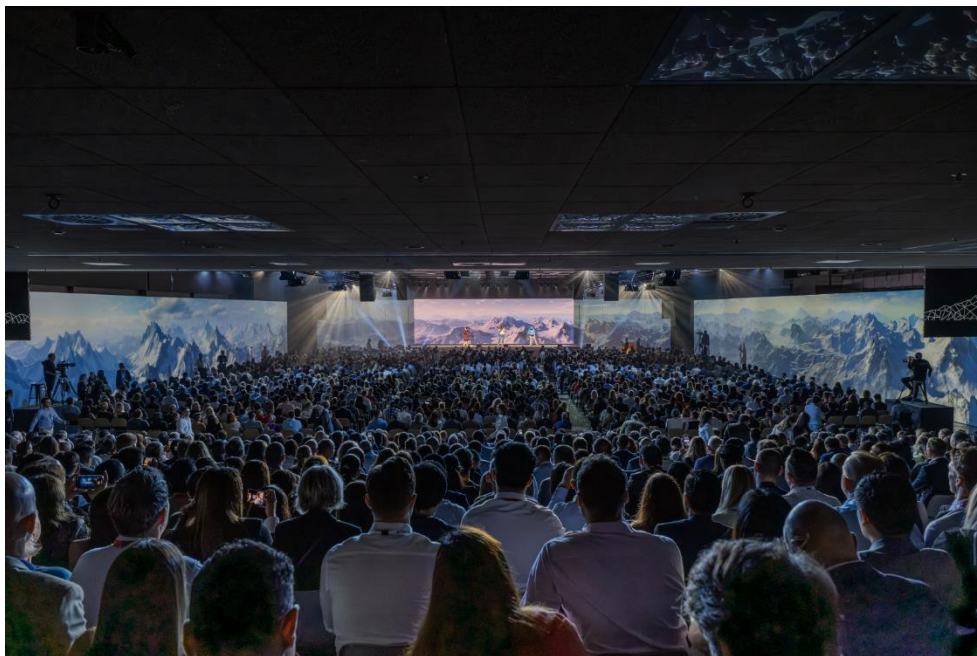


PortAventura Convention Centre welcomed more than 2,500 Maersk employees to the huge annual convention of its global sales team

*The extensive skill set to create unique events, thanks to its magnitude and the application of the latest technologies, have been the main reasons for the leading maritime transport company **Maersk and beon.Worldwide**, the company organising the event, to choose PortAventura Convention Centre as a venue.*

*The participants stayed in the resort's hotels, occupying a total of **1,850 rooms**, enjoyed an **exclusive opening of PortAventura Park**, and tucked into a total of **25,000 meals during the three days of the event**.*



7 February 2024_

PortAventura Convention Centre welcomed more than 2,500 Maersk employees to this large-scale event, known as **The Summit**, which brought together the global sales team of this company, a leader in maritime transport and integrated logistics, for the first time in its history and for several consecutive days.

Maersk and the agency beon.Worldwide chose PortAventura Convention Centre for the large annual sales convention due to its extensive capabilities, given the logistical complexity involved in organising an event of this nature and size. The meeting took place in several of the spaces of the **PortAventura Convention Centre**, such as the Alexandria Room, which hosted **the plenary session** where a unique immersive effect was created using large LED screens and special effects. Attendees also enjoyed other unique spaces, such as the Roma Room, its halls and terraces, and the Cartago, Damascus and Barcino Rooms, which hosted exhibitions and workshops during the days of the convention.





Attendees stayed in **the resort hotels** (Hotel Caribe, Hotel Colorado Creek, Hotel El Paso, and Hotel Mansión de Lucy), occupying **a total of 1,850 rooms**. A total of **25,000 meals were served** during the three days of the event, which included coffee breaks, lunches, and evening meals. In addition, the Mediterrània, Far West, and México areas of **PortAventura Park** were opened exclusively for attendees on one of the convention nights, offering another of its differential services, which ensure that corporate events held there are one-of-a-kind.

Malin Nilsson, director of PortAventura Business & Events, affirmed: *“For PortAventura Business & Events, it is a source of great pride to be able to accommodate this type of large-scale event, which requires the extensive experience of a professional and dedicated team. The ability to also offer important services such as accommodation, our leisure facilities that differentiate us from other venues, and top-quality in-house catering make us a great solution for this type of gathering. We thank Maersk and the beon.Worldwide agency for placing their trust in us. I would also like to emphasise that working side-by-side with beon.Worldwide, an agency with extensive experience in the sector, has been instrumental in making the event a success”.*

Jaime Sánchez, COO of beon.Worldwide noted that *“after the success of the previous Maersk convention, held in 2019 in Madrid, this has been the company's first major event since the pandemic. For this reason, the space for the 2023 convention had to be perfect. After combing the world for a viable option, the PortAventura Convention Centre became the number one choice of venue for our gathering. Its fantastic infrastructure, its exclusive technology, and the team of professionals with whom we have worked have turned this complex event into one of the most successful held by the agency in the last 25 years.”*

beon.Worldwide

It is a group of leading companies in comprehensive event organisation, advertising, communications, production, entertainment, and technology services that operates worldwide. With 200 professionals, it has a 25-year track record creating brand experiences in more than 5,000 projects carried out in 48 countries, for which it has been presented with more than 300 awards.

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About PortAventura Business & Events

PortAventura Business & Events is the events division of PortAventura World. Its convention centre (PortAventura Convention Centre) is equipped with 24 multifunctional rooms, has the capacity to hold more than 6,000 people at the same time within an area of over 20,000 m², with natural light and spectacular Mediterranean surroundings. It has five 4-star hotels and one 5-star hotel in the resort, as well as three hotels under management outside the resort, making a total of around 3,053 rooms. Likewise, Ferrari Land and PortAventura Park, two leisure parks that can be booked





exclusively, offer large spaces for special events. All of this comes as part of a sustainable and environmentally friendly approach aligned with the company's global ESG strategy. PortAventura Business & Events hosts more than 250 events every year. Since its launch in 2009, it has hosted more than 2,600 events. In April 2023, it was awarded B Corp certification, which recognises the work of the convention centre in terms of sustainability, social responsibility, and good governance.

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