

**Dear Sir or Madam,
dear colleagues,**

The Ferry Porsche Congress Center (FPCC) is anything but ordinary. Its state-of-the-art construction approach and functional architecture set new trends in downtown Zell am See. First-class events and a whole range of side events as well as leisure time and sporting activities can be arranged alongside each other easily when participating at a convention at the FPCC.

In this press kit, you will find general pieces of information about the Ferry Porsche Congress Center. For the electronic version of the enclosed press releases and additional material, please visit our homepage at <http://presse.fpcc.at>.

Should you have any other questions please do not hesitate to contact us. It would be our pleasure to assist you.

Have lots of fun reporting.

Yours, Ferry Porsche Congress Center press team

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The 'center of uniqueness' guarantees its guests unforgettable events and unique conventions

The Ferry Porsche Congress Center (FPCC) wins visitors over with its unique concept of service, technology, a flexible room layout, and versatile leisure-time activities

Since summer of 2006 it has been one of the first addresses in Austria for international events and conventions - the Ferry Porsche Congress Center (FPCC) is absolutely unique. The interesting facade of the 'intelligent' building in the heart of the town of Zell am See along with the picturesque Alpine panorama as a background promises to make any event a memorable one. Hence, it is not surprising that renowned companies and associations like Siemens and the Lions Club frequently stage their meetings in the center.

Paying homage to a great visionary who made his home in the region: the eponym of the Congress Center is Professor Ferdinand Anton Ernst Porsche, whom friends and relatives affectionately called 'Ferry'. The sports car brand owes much of its worldwide fame and popularity to his performance and vision. And Zell am See had always been his last resort. In 1981 the town awarded him honorary citizenship. Ferry Porsche spent the evening of his life here until he died in 1998.

However it is not just the name that associates the building with its eponym: an innovative concept brought to life with grace and a secure sense of style and beauty is an innate characteristic of the building. But there is much more hidden behind the neat facade: thanks to flexible walls the eight rooms can be adapted individually to the number of participants of each event. Small seminars as well as major events with up to 1,000 invited visitors can be staged here. State-of-the-art light, sound, and multimedia equipment complete the technical installations.

But there is even more: a full-service concept is the target that Alexander Höller, manager of the FPCC, and the committed team of the FPCC have set for the center. True to their motto, Höller was able to win some of the best hotels in Zell as partners. After an exhausting day at their conference, the visitors of the FPCC can relax in one of more than 4,100 beds in the upper segment - all this within easy walking distance of the center. And first-class catering is available in the FCPP itself. 'Our team would be glad to arrange for further services, be it a professional photographer or lavish decoration', says Höller. Being a trained hotelier, he knows what his guests want.

Entertainment and excitement do not end when the conferences at the FPCC are over. Just outside the gates of the 'center of uniqueness', the region Zell am See-Kaprun offers visitors and organizers uncountable possibilities for side events and incentives. Traditional sports like hiking, tennis and golf can be practised in the picturesque mountain world just like team-building activities like sailing or visiting the high ropes course. 'With the center, we want to add a select detail to the diversity of Zell am See-Kaprun.' Judging from the full schedule of the FPCC, this aim seems to be close at hand...

State-of-the-art technology and a maximum of ergonomics embedded in an aesthetic ambience

A first-class interior design, high-tech light and sound systems and movable walls offer event organizers perfect conditions for different events of all kinds

There is a maximum of architectural freedom and technical possibilities, and our interior also meets the highest of aesthetic standards. That's exactly what event and convention managers desire in a congress center. Planners also love first-class infrastructure. In fact, it is a priority for them. The Ferry Porsche Congress Center in Zell am See (FPCC) meets all these requirements easily. Situated in the heart of the picturesque mountain scenery of Zell am See-Kaprun, it offers not only state-of-the-art technology, but also virtually limitless flexibility. Tables for 700 persons (in our gala dinner version) can be set up. If the seating is arranged like the rows in a theatre, the building can even host 1,000 people.

Mobility implemented to the full: an important topic at the Ferry Porsche Congress Center are wireless technologies. Of course, Internet connection via a wireless local area network is an absolute must. Checking the latest news from the industry, calling home or sending an e-mail to a business partner on the other side of the globe: communication possibilities at the FPCC are limitless thanks to wireless Internet access. But that is not all: the entire media technology of the Ferry Porsche Congress Center - from the light systems in the main hall, to the sound equipment, and the beamer in the seminar room - can be controlled with the help of so-called 'wireless touch panels'. The 'RedBox' - the largest room of the convention center - sports more than 100 metres of traverse beams equipped with all kinds of spotlights. Among them are intelligent light effects, rotating spots that can project programmed 'choreographies' and colours into the room.

Talking about projection: the 'RedBox' has got as many as three beamers for video presentations. The main projector alone radiates 12,000 ANSI lumen onto the eight-by-six-metre screen - which means that it is about ten times brighter than an average 'living-room device'. And of course, sound is a very important feature with light shows of any kind. The main sound system of the congress building has a line-array loudspeaker system. Combined with the special architecture of the house this guarantees optimum acoustics and tone quality.

Whether there is a concert, a preview of an art exhibition or a convention, the interior of the Congress Center can easily be adapted to meet the needs of any given event. This is possible because of the movable walls. The heart of the building, which is named after the innovative sports car designer and honorary citizen of Zell, can be split up into eight separate rooms. If an event manager expects several hundred guests, the entire available space of 1,360 square metres can be separated into smaller units to meet the individual needs of the event. Naturally, this can be done without having to forfeit any amount of comfort or usability. Though separated, all the units are still flooded by daylight, thus communicating a bright and friendly atmosphere. The 800-square-metre area of free space is a special highlight. It borders directly onto the pedestrian precinct of Zell. Guests can step out there as soon as the folding French doors are opened.

But there are more handy details to add to your convenience. The entire area is designed to implement as many ergonomic principles as possible. To ensure that the equipment and props can be set up without any problems, the architects of the Congress Center designed the platform and the delivery access points to the platform on one level. Practically speaking, this means that all props and all the equipment needed for an event can be delivered directly and without any detours. There is not even the 80-centimetre difference in height which applies to normal platforms and which is usually so hindering when loading and unloading cargo. In addition to that, it is possible to drive onto the entire area, which saves time, nerves, and, naturally, costs.

Events with 'added value': entertainment, relaxation, and culinary treats outside the FPCC

The large number of sporting and recreational activities of Zell am See-Kaprun offers the participants of conventions an extensive variety of side events and incentives

At the heart of action: the Ferry Porsche Congress Center (FPCC) is located absolutely perfectly. Entertainment and relaxation can be found within walking distance from the Center of Uniqueness. After having attended a conference at the convention center you may walk into the delightful old town center of Zell - and that's a must, really, if you ask us. The pedestrian precinct is just a skip from the Center's threshold. So whenever you decide to have a break, you might just take a little stroll. And the wide choice of cafés and restaurants really represent a temptation to spend some time outside the conference rooms. Visitors are invited to enjoy both regional and international cuisine while gazing at the picturesque mountain world surrounding them.

Zell am See and Kaprun offer the visitors of the FPCC quite diverse options. You cannot possibly find more exciting side events anywhere else! And we always keep the focus on combining tradition and modern features: culture, wellness, and sports as well as clubs and bars are all on offer. Whether you are looking for an interesting and relaxing day programme, or exciting events at night - in Zell am See-Kaprun, you will find your heart's desires being met.

Of course, the perfectly developed infrastructure and the lively gastronomy have been decisive arguments in favour of choosing the Center's location, too. The breathtaking nature world between Kitzsteinhorn and Schmittenhöhe is the perfect terrain for innumerable outdoor activities for individuals and groups alike. Walking tours, mountain biking, Nordic walking, and paragliding are perfect to discover the beauty of the region in the summertime! Else, you can go on a sailing trip on Lake Zell. If you go for rafting or choose an exciting trip on the high ropes course, your ability to be part of a team will be tested. If you prefer picking up a golf club and going for a tee on the thoroughly prepared fairways of the two 18-hole championship greens, the breathtaking Alpine panorama will add to an unforgettable memory.

Whether you prefer to swish down the slopes on a snowboard or on skis is entirely up to you. But one thing is for sure: winter would be only half as much fun without sporting activities on white ground. Zell am See-Kaprun is heaven on earth for fans of winter sports. If you prefer for things to go a tad more slowly, you may want to go on a walking tour in snow shoes or discover the idyllic fairy-tale world in the cross-country trails. To stop for refreshment at an Alpine hut is on the hit list both in the summer and in the wintertime. There, you can enjoy traditional delicacies and Austrian charm and hospitality to the full.

Best service and culinary delights: partners of the FPCC take care of their guests' well-being

4,100 beds of the premium segment and the manifold offers of the local gastronomy guarantee for a relaxed atmosphere for your leisure time

The central location of the Ferry Porsche Congress Center (FPCC) in the very heart of Zell am See-Kaprun was chosen for a purpose. Thanks to a perfect infrastructure in and the popular holiday destination, the journey to the region is just a piece of cake. And it is just as easy to provide accommodation for conference participants and visitors coming for events. As the exclusive partners of the FPCC, various three-, four-, and five-star hotels are offering their services. A total of 4,100 beds of the premium segment are available - and the best is that all of them are within walking distance. These large capacities guarantee to be always on the safe side when it comes to accommodating every single guest - even during events where more than 1,000 participants are expected.

However, it is not so easy to decide whether you want to go for a room with a view of the summery blue harmony of Lake Zell on the one hand or the snow-capped mountains on the other. An integrated sauna or an open fireplace are standard in many hotels in Zell am See-Kaprun. If you so desire, there are rooms with additional features of the highest order, too. 'Staying somewhere is one thing, being pampered is quite another', is the philosophy of the local hotel keepers. And true to their philosophy, hotels are offering a wide range of other services. Massages, baths, and fitness classes in the wellness areas of the hotels make people forget their stressful daily routines in a jiffy.

And the relaxation programme is not about to stop there. There are over 100 restaurants endeavouring to mesmerise concertgoers and convention participants with their culinary delights. The menus feature both traditional and international dishes, tantalizing everybody's taste buds, regardless whether you are looking for a first-class dinner, local specialities or just a snack for your lunch break. At the Congress Center itself, the renowned restaurateur Harald Wuthe from Zell am See is in charge of the exclusive catering. The 'chef de cuisine' has already very successfully tried his culinary skills on the teams of BMW and Porsche during the 24-hour race at Le Mans.

Lots of bars and cafés just around the corner of the FPCC are practically tailored to fit right in between conference speeches or presentations, or to make convivial gatherings at night even more pleasant. This is where people start talking to one another, making contact to people from all over the place. And this is also where one can relax and enjoy 'la dolce vita' in the middle of nature. Quiet idyllic, really!

Ferry Porsche Congress Center: remembering a great name in the automobile industry

With an innovative congress center in downtown Zell, the region pays homage to a legendary pioneer and honorary citizen who chose the town as his home

Maximum flexibility and modern architecture: the sports car pioneer Ferry Porsche would surely have loved this convention center. He lent his name to this new extraordinary building which is located right in the heart of Zell. From July 2007 event managers do no longer have to adapt to the spatial conditions of a given building. Rather, it is possible to adapt the building to meet the demands of its guests. This is made possible by movable walls. Whether you need your convention setting to provide for several rooms simultaneously or whether it is a concert with up to 1,000 visitors - nothing is impossible in this new business Mecca!

'It is not a coincidence that our center bears this name,' says Alexander Höller, managing director of the Ferry Porsche Congress Center (FPCC). Nevertheless, for the family of Professor Ferdinand Anton Ernst Porsche - whom his relatives and friends affectionately called 'Ferry' - it is not meant to be a monument to their father who passed away in 1998. Rather, this building is to pay homage to one of the most famous citizens of Zell am See. Porsche formed the shape of modern sports cars to lasting effects when he developed the legendary 356. As early as in 1981 did Zell am See make Ferry Porsche honorary citizen. He used to live in the town until his death in 1998 and even today numerous members of his family call Zell am See their home.

'Ferry was a mastermind in the industry. We are following in his footsteps and offer our guests an innovative concept,' says Alexander Höller. And it is not only the spatial concept, but also the 'full service' offer that is brand-new: from in-house catering to cooperating with first-class hotels in the accommodation of the visitors - the FPCC stands out from other competitors. 'With the Congress Center, a selected detail has been added to the diversity of this region,' Dr. Wolfgang Porsche, Ferry's son, said as early as at the ground-breaking ceremony in May 2006. Other family members are also happy to see the renowned pioneer of Porsche honoured.

'The combination of a perfect infrastructure and a wide range of leisure time facilities in Zell am See and Kaprun constituted an important argument for choosing this region as the location for the Congress Center,' Höller says. And also when it came to picking the property developers sure instinct did not fail. Only local construction companies were contracted and they made every effort to complete the building within the scheduled construction period of 14 months. Without a doubt: ambitious Ferry Porsche would have liked that, too...

The perfect infrastructure makes a trip to the Ferry Porsche Congress Center a child's play

Via the motorway, by rail or from the air: whichever means of transport you may choose - it is always easy to reach the Ferry Porsche Congress Center

Being on time is absolutely essential when doing business on an international level. But also in private or leisure events, the 'politeness of kings' is a virtue. If you lose precious time due to an unsatisfactory infrastructure this is more than annoying. In order to avoid that there has to be a perfectly developed traffic system - in addition to a well thought-out schedule, of course. That network is exactly what the Ferry Porsche Congress Center offers. It is situated in one of Austria's largest tourism centers, the popular holiday region Zell am See-Kaprun, and it is superbly hooked up to the public transport systems. So there is really nothing left to be desired.

This state-of-the-art convention center in Zell am See aims at the greatest possible flexibility as far as its infrastructure is concerned, thus remaining true to its own philosophy. Whether you are arriving in your own car, by train or plane, distances in the heart of Pinzgau are short. If you choose to take your own car, you have several alternatives. Motorways numbers A8, A10, and A12 will take you straight into the region. For the last part of the journey to Zell am See you will be taking the 'Bundesstrasse', i.e. the federal roads. On the B 311 you will directly reach the town center. Once there, you can easily park your car in one of the 400 underground parking spaces of the convention center.

Travelling by rail is just as easy. The Congress Center is located only two minutes from the international express train station. Here, Austria's premium trains, the 'Euro-Cities', as well as regular Regional Express trains depart and arrive. Thanks to the cooperation of the Austrian Federal Railways (Österreichische Bundesbahnen - ÖBB) with the railway operators of the neighbouring countries, crossing the borders is no big deal, no matter whether you are entering or leaving the country.

And if you want to make the birds jealous, you may choose flying into the region as an easy and comfortable treat. The airport of Zell can be reached by small planes. Commercial flights touch down in Bavaria's capital Munich or on the nearby Salzburg Airport. Either way, the team of the Congress Center will take care of your transfer from the international airports of these two cities to Zell am See.