



Press Release – for immediate publication.

## **2016: A Successful Year for 2m2c**

The Annual General Meeting of CCM SA, parent company of 2m2c, took place on 12<sup>th</sup> May 2017. This saw the Municipality of Montreux, the sole shareholder, validate the 2016 accounts. These accounts reflected one of CCM's best performances since its creation in 2000.

### **Key Figures for a Successful Year.**

2m2c managed 80 events in 2016, including congresses, conferences, exhibitions, shows and festivals. This is a 17% increase on 2015, mainly due to a rise in association and professional congresses as well as large public exhibitions and shows. **2m2c welcomed in excess of 300,000 participants** (+24%). This has resulted in **a turnover of CHF 7,746,601** (+12%), producing a **net profit of CHF 1,013,774** (+120%). This financial result allows a restructuring of our cash reserves, some of which have already been allocated to the recent refurbishment of the Stravinski Auditorium, whilst other funding will be available for future projects.

### **Hydro 2016: An Exceptional Event.**

The most important annual meeting of hydropower professionals was held at 2m2c from 10<sup>th</sup> to 12<sup>th</sup> October 2016. Over 1500 participants, from all over the world, were able to take part in 32 workshops, visit 220 stands and discover the many hydraulic systems exhibited, showcasing Swiss expertise in this area. The 2m2c event generated a turnover of CHF 406,755. The event also led to the reservation of 1000 hotel rooms throughout the region.

### **A Sharp Rise in Economic Benefits for the Region**

The economic impact of our success, within the region, has been estimated at 68 million francs based on a study undertaken by Ernst and Young in 2013 and recently backed up by comparative studies from several European Congress Centres. These figures constitute a 19% increase, compared to 2012, and demonstrate, once more, how much of a role the events, organised by 2m2c, play in the development of Montreux and the outlying region, economically as well as socially and culturally. In order to continue with its mission, 2m2c urgently needs to comply with the necessary standards to continue to welcome its public in complete safety and to upgrade outdated facilities, ready to respond fully to the current and future expectations of the event organisers.

### **Exciting Prospects for 2017 but with some trepidation for the future.**

Following on from four great conventions, hosted by multinationals, at the beginning of the year, (Bard, Nespresso, Insurance Company Swiss Life and Somfy, world leader in motorised blinds), we look forward to welcoming the European Orthodontic Congress, the Lions Europa Forum and the EMS Worldwide Congress. In addition we have four new events for the general public, which will hopefully take up residence at 2m2c for the long term: Arvinis Wine Fair, Fashion Festival 'Montreux Moda', Echoooes, a music festival for sounds from the 80's through to the millennium and Simone & Kurt, an event aimed at the silver surfer generation.

These prospects, although encouraging in the short term, must not, however, distract from the demands of our loyal client base and those responsible for orchestrating the future renovation projects, despite the obvious impact on our marketability for the foreseeable future. We welcome the Municipal Council's recent decision, approving the preliminary plans for improved security and redevelopment of 2m2c, within the framework of the CCHE project, the successful firm amongst those pitching for the project. It is essential that, as we take this decisive step, we communicate the timescale of the renovation work, reassuring our clients about the safeguarding of their future events. We must be in a position to offer alternative facilities in the locality for the duration of the works, (using either temporary structures or existing ones temporarily relocated). This will ensure longstanding clients are not swayed by the competition thereby risking the loss of their custom.

**For further information: [www.2m2c.ch](http://www.2m2c.ch) or by clicking on the following links :**

[Press releases](#)

[2016 management report \(french version\)](#)

[Pictures gallery](#)

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With its panoramic view of Lake Geneva and the Alps, The Montreux Music and Convention Centre (2m2c) enjoys a unique setting in the heart of both Switzerland and Europe. Its 18,000 square metres of flexible, multifunctional spaces facilitate the organization of professional and cultural events for up to 1,800 conference delegates and 3,500 concert-goers. Its proximity to rail networks, hotels, the Casino and many shops and restaurants makes it a perfect location for international events, the most famous of which is undoubtedly the annual Jazz Festival, which welcomes a quarter of a million visitors over sixteen days.

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