

PRESS RELEASE

Prague

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Prague opens a new chapter in its congress future. Construction of a new Exhibition Hall has begun at Prague Congress Centre.

Prague Congress Centre (PCC) today ceremonially broke ground on a new Exhibition Hall, which will expand its capacity by 5,000 m² of modern, multifunctional exhibition space. The foundation stone was laid by Lenka Žlebková, Chair of the Board and CEO of PCC, Bohuslav Svoboda, Mayor of the City of Prague, Zdeněk Kovářík, Prague City Councillor for Finance, and representatives of construction company GEMO a.s. and architectural studios OCA and CMC Architects. The new hall represents one of the largest investments in the 45-year history of the PCC campus, with a total value of approximately CZK 1.35 billion. Construction will take 27 months and upon completion in 2028, Prague will be able to host world-class congresses that PCC has been forced to turn down in recent years due to capacity constraints.

The new hall will add 5,000 m² of net exhibition space to PCC, divisible into up to five independent sections. Combined with the existing 70 halls and lounges, it will create a fully integrated congress campus capable of hosting an entire major international event under one roof, from the main academic programme and large-scale exhibition through to a gala dinner for 1,500 guests. The total exhibition capacity of the campus will rise to 21,000 m². *"International congresses today are looking for much more than adequate capacity. Organisers expect flexible spaces, cutting-edge technology, sustainability and a strong destination experience. That is precisely what our new hall delivers. And the demand is not hypothetical. PCC already has enquiries from approximately fifteen world-class congresses, particularly in the field of medicine, whose organisation is directly contingent on the completion of the hall,"* says Lenka Žlebková, Chair of the Board and CEO of Prague Congress Centre.

The majority of costs will be covered by PCC's own resources, with part of the investment supported by the City of Prague

The construction of the new Exhibition Hall represents an investment of approximately CZK 1.35 billion. Prague Congress Centre has set aside more than one billion Czech crowns from its own resources for the project. The City of Prague, as sole shareholder, approved a capital contribution of CZK 600 million at the end of last year, covering the Exhibition Hall and a range of additional development projects, including the remediation of the southern car park, further reduction of energy consumption at the Vyšehrad Business Centre, modernisation of stage technologies, and revitalisation of the public spaces surrounding the centre. *"The City of Prague is investing in PCC's development with a clear objective: to strengthen Prague's long-term position as one of the world's leading congress destinations. Major congresses bring the city prestige, expertise, business connections and significant public revenue. The new hall is therefore not just an investment in PCC, but in the economy and reputation of Prague as a whole,"* says Zdeněk Kovářík, Prague City Councillor for Finance.

Construction of the hall will begin in July this year, with the shell and core scheduled for completion by the end of 2027. Final handover is planned for September 2028. The general contractor is GEMO a.s., which won the tender through an anonymous auction process in 2023.

"The construction of the new Prague Congress Centre Exhibition Hall is of extraordinary importance to us. The hall has been designed in an unconventional form as a levitating tube nearly 177 metres long, which means the construction process requires careful coordination among all those involved. We are delighted to be part of a project that will expand the capabilities of Prague Congress Centre and create a new, high-quality public space for the residents and visitors of the capital," says Jaromír Uhýrek, founder, owner and CEO of GEMO a.s.

The architectural design was created by Barcelona-based OCA Architects in collaboration with Czech studio CMC Architects. The design emerged from an international architectural competition held in 2017 and connects the new capacity with a respectful approach to the original PCC architecture and the surrounding public space. The hall is targeting LEED Gold sustainability certification, with the project incorporating a retention tank for rainwater harvesting and an expansion of green areas around Pankrác Square.

Following the completion of the Exhibition Hall, the northern terrace overlooking Prague Castle will be transformed, gaining a café, a viewing point, outdoor seating and step-free access connecting directly to Vyšehrad metro station. The new public space will serve both congress visitors and residents of the capital.

"Congress tourism is of extraordinary importance for Prague. It is not only about economic benefit, but also about knowledge exchange, innovation and international connections. Congresses bring leading specialists from around the world to Prague and strengthen ties between Czech and international academic and business communities," says Bohuslav Svoboda, Mayor of the City of Prague.

Prague consistently ranks among the most attractive congress destinations in the world according to the International Congress and Convention Association (ICCA), placing sixth globally in the recently released 2025 ranking, ahead of cities such as London, Copenhagen and Tokyo. The new Exhibition Hall will further consolidate this position, as PCC currently has to decline enquiries for congresses it cannot accommodate within its current capacity. Congress tourism also delivers significant economic value: congress delegates spend on average three times more in Prague than leisure tourists, generating revenue across the entire city, from hotels and restaurants to culture, transport and services.

Video tour of the new Exhibition Hall: https://youtu.be/vKZIsM_VI-s?si=5DkoDfGyB_Trq0QS

Media contact:

Jiřina Lamsfus

Prague Congress Centre

e-mail: jirina.lamsfus@praguecc.cz

phone: +420 739 539 276

PCC is celebrating its 45th anniversary in outstanding form, entering its jubilee year in record financial shape. In 2025, it achieved revenue of CZK 717.2 million, EBITDA of CZK 234 million and a net profit of CZK 138.9 million. A total of 185 events were held at the centre, attended by more than 210,000 people. PCC manages a campus of more than 207,000 m², comprising the congress centre itself, the Vyšehrad Business Centre and the Holiday Inn Prague hotel. More at www.praquecc.cz.