



## Media Release

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### The Countdown is On...

#### **Titanic Quarter and Titanic Belfast Put Finishing Touches to Titanic Exhibition Centre Ahead of First Show**

Titanic Quarter Limited and Titanic Belfast are putting finishing touches to the Titanic Exhibition Centre as it prepares to open its doors for its first event, The Wedding Journal Show, from 18<sup>th</sup> – 20<sup>th</sup> September.

The 5,000 sqm dedicated exhibition and event space, which is due to open in two weeks, has already secured seven major shows that are expected to attract over 20,000 visitors and approximately 1,400 exhibitors. These include, the Holiday Word Show, SelfBuild & Improve Your Home Show, IFEX Exhibition, Love Your Home and Creative Crafts.

The Titanic Exhibition Centre is also set to attract new international and national consumer and trade shows, which are not currently held in Northern Ireland, due to the nearby Titanic Belfast providing an unique marketing angle. This is in addition to ample outdoor exhibition space, strong road, rail and air access and over 20,000 car parking spaces.

Due to its close proximity to city centre hotels, restaurants and other event venues, the double skinned, tensioned fabric venue (120m length, 50 width and 14m height), which is located opposite the Titanic Studios in Titanic Quarter, will help position Belfast as a highly attractive exhibition destination.

Titanic Belfast will assume sales and management responsibility for Titanic Exhibition Centre, offering it either for stand-alone exhibitions or in conjunction with the existing event and banqueting spaces within Titanic Belfast and SS Nomadic.

Conal Harvey, Deputy Chairman of Titanic Belfast Ltd and Executive Vice Chairman for Titanic Quarter Limited, commented, "Two years ago, we met with a number of event organisers to discuss the exciting potential of creating a dedicated central Belfast venue capable of hosting large-scale exhibitions. In such a short period of time, we are pleased to be two weeks away from our first show. It is a testimony to the determination and positive attitude of Northern Ireland's exhibition sector, as well as Belfast City Council's planning regime."

He continued, "The Titanic Exhibition Centre further complements the existing offering for conference, banqueting and exhibition facilities in the city. With the Waterfront Hall, the SSE Arena,

Titanic Belfast, and now the Titanic Exhibition Centre, Belfast is firmly on the international map for consumer shows and corporate conferences.”

Judith Owens, Deputy Chief Executive and Director of Operations of Titanic Belfast, said, “Titanic Belfast opened its doors on the 31<sup>st</sup> March 2012 and has since welcomed over 2.5million visitors and hosted over 1,000 events. As such, we are thrilled with the opening and to assume sales and management responsibility of the Titanic Exhibition Centre in Titanic Quarter. It will strengthen the cities offering, providing exhibition organisers with a unique mix of inter-changeable and flexible venues, all within close proximity and with strong transport links to the rest of Belfast.”

She continued, “Throughout the process we have developed strong working relationships with the Northern Ireland Event Organisers (NIEO) and we look forward to continuing to work closely with them over the coming years and value their support for this project.”

Exhibition organiser, Edmund Hourican, Managing Director of Business Exhibitions, Dublin and organiser of the Holiday World Exhibition which runs annually in Belfast and Dublin, commented on the value of the new venue, “Bringing exhibitors from USA, China, Spain, Portugal, Middle East, Tunisia, India, Canada as well as local and all-Ireland Hotels and Tourism products, we need a city location with strong transport links, as well as extensive indoor and outdoor space. We welcome and will rely upon the Titanic Exhibition Centre initiative both to secure and to grow our exhibition in the future.”

Clive Corry, Managing Director of Selfbuild Ireland Limited, commented, “We run the biggest exhibition in Belfast every February. We anticipate bringing new exhibitions to the Titanic Exhibition Centre once built. Belfast has enjoyed 150 per cent growth in business events choosing Belfast in the past three years and according to Visit Belfast this is set to continue.”

**ENDS**

#### **Notes to Editors**

##### **Titanic Exhibition Centre**

The Titanic Exhibition Centre is a purpose built space for events, public exhibitions and trade shows, located in Titanic Quarter, opposite the now world-famous Titanic Studios. It is Belfast’s largest dedicated exhibition space.

##### **Titanic Belfast**

Titanic Belfast is an iconic six-floor building featuring nine interpretive and interactive galleries that explore the sights, sounds, smells and stories of Titanic, as well as the City and people which made her. It is the World’s Largest Titanic exhibition.

The building houses temporary exhibits, a banqueting suite, education and community facilities, catering and retail space, and a basement car park.

It is an authentic conference, event and incentive solution the UK & Ireland. With panoramic views over the slipways, the exact site where the giant structure of Titanic was built over 100 years ago, Titanic Belfast is an impressive venue for any event. Themed on the interiors of Titanic herself, the Titanic Suites comprise an unparalleled range of flexible conference, gala dinner and exhibition spaces. There is also event space on the SS Nomadic, the last remaining White Star vessel.

### **Titanic Quarter Limited**

Master-planned over 185-acres, on the site where RMS Titanic was designed and built, Titanic Quarter is one of Europe's largest urban-waterfront regeneration schemes. Reflecting the achievements of history with the latest design approaches, Titanic Quarter's mix of residential, commercial, tourism, education and retail space provides central Belfast with a new and vibrant urban quarter.

With 100 companies on site and 15,000 people already living, working and learning in the area, the ambition is to provide homes and employment for tens of thousands of people, positioning Belfast to become one of the most attractive places in Europe for 21st Century living and working.

### **Useful links:**

- Titanic Exhibition Centre
- Titanic Belfast: [www.titanicbelfast.com](http://www.titanicbelfast.com)
- Belfast City Council: <http://www.belfastcity.gov.uk/events/Event-36148.aspx>
- Visit Belfast: <http://visit-belfast.com/>
- Titanic Quarter: <http://www.titanic-quarter.com/news-events>
- Northern Ireland Tourist Board: <http://www.nitb.com/>
- Titanic Foundation Limited: <http://www.titanic-foundation.org/>