

***Press release of January 11, 2023.***

**ASSESSMENT/ PERSPECTIVES**

**The Grimaldi Forum Monaco on all fronts in 2023!**

**Nearly 500 clients and partners gathered yesterday at the Grimaldi Forum for its annual meeting to review the results and prospects of the Principality's international convention and cultural center.**

**The recovery is underway**

**Renewing the tradition of this event, which was suspended for 2 years, the General Manager of the GF, Sylvie Biancheri, began by reviewing the evolution of the center's activity since 2020 : despite the major stoppage due to Covid that year, nearly 60 events, both Monegasque and French, were able to be hosted, thanks to the support of the Principality's Authorities ; 2021 resumed with 82 events and a clientele coming mostly from France and Europe ; 2022 confirmed the recovery underway with more than 100 events on the counter and the return of clientele from across the Atlantic. 2023 is the logical continuation of this evolution, and despite economic uncertainties that must be compensated for by ever greater agility and flexibility, the GFM remains resolutely optimistic !  
  
Face-to-face meetings, a sure value  
2022 has allowed us to return to highly attended events, such as the GFM's best recurring clients, some of which have broken records, including Luxe Pack with 9,500 visitors, an increase of 5% compared to 2019, an exceptional year, or Les Assises with 3,000 participants and 9,400 B-to-B meetings ! Even if it is intended to become an often useful complement, distance learning cannot replace face-to-face training when it comes to creating cohesion and boosting exchanges and business !**

**CMB Monaco x Grimaldi Forum, a story that lasts**

**This is a great achievement for the Grimaldi Forum Monaco and all its partners, first and foremost of course the Government of Monaco, but also CMB Monaco, which renewed its sponsorship agreement with the convention center for the 18th time on January 10th. This is a loyal partnership between two entities that share the same values, and are innovating this year with a new joint project in the field of Corporate Social Responsibility,** for the benefit of the Association *Les Enfants de Frankie* **(see attached press release).**

**From green to CSR, there was only one step...   
Pioneer of green with an ISO 14001 certification since 2008, the GFM is on the way to an ISO 20121 certification. Linked to the events sector, this certification aims to attest to the Grimaldi Forum's commitment to CSR, which has already been formalized in its Corporate Social Responsibility charter available on its website (see attached charter). Among the other major CSR projects for 2023, and in addition to the project conducted with CMB Monaco, the continuation of two pilot projects conducted in 2022; telecommuting and an eco-design approach for major summer exhibitions. *Last but not least*, the Grimaldi Forum is also announcing that each of its permanent employees will donate a day's work to a civic association in the Principality.**

**The Grimaldi Forum expands  
Integrated into the Mareterra project, the extension of the building is progressing rapidly and the Grimaldi Forum has already launched the commercialization of its new spaces, 8 in total, 4 outdoor and 4 indoor. No less than 50% more exhibition space is to be added, i.e. 6,000 m2 indoors plus 2,000 m2 outdoors, which will undoubtedly appeal to all international customers. A project presented in VR 360° using an exceptional tool that also allows to visualize the existing spaces of the Grimaldi Forum empty and in operation. A virtual reality workshop that seduced the guests of this evening !**

**The cultural season continues with brilliant success for the first half of 2023 :   
  
It is all about laughter :**

**> Paul Mirabel on January 12 (sold out)  
> Les Sérénissimes de l'Humour from March 14 to 18 (Elodie Poux, Olivier de Benoist, Arnaud Ducruet, Jeremy Ferrari, and a multi-artist line-up)  
> Baptiste Lecaplain on June 2  
> Save the date : Roman Frayssinet on September 9  
  
Great concerts and shows are also on the program :   
> Véronique Sanson on March 11  
> Yarol Poupaudin an exceptional Thursday Live Session on March 24 (Notto mention the other TLS on February 2nd Don't give up, April 20 The Brooks, and June 22 Dr Feelgood)  
  
>Save the Date:  : West Side Story, for 4 exceptional performances from October 13 to 15.**

**Among the other events open to the public, there is magic and emotion :  
> With the great return of MAGIC (Monaco Anime Game International) on February 25 and 26  
> With the Book Fair on April 15 and 16  
> The Top Marques Fair from June 7 to 11  
> The Monte-Carlo Television Festival from June 16 to 20**

**And THE highlight of the summer in the Principality will be :  
> The great summer exhibition at the Grimaldi Forum Monaco, " Monet in Full Light ".   
Organized from July 8 to September 3, on the occasion of the 140thanniversary of Claude Monet's first visit to Monte Carlo and the Riviera, this exhibition-event will offer a new look at the Master's work, from the origins of Impressionism to the beginnings of Abstraction, with a new prestigious partner, the Marzocco Group, in addition to the faithful CMB Monaco and Sotheby's, which have been the partners of the Grimaldi Forum's summer exhibitions for the last 18 and 7 years respectively.**

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**> Files available for download:** [click HERE](https://www.dropbox.com/sh/axyst49f6mtpmhb/AADDV80XdJl4-BJdg4hnE3Mva?dl=0) **- all the details of the Grimaldi Forum cultural agenda,**

**- the photos of this January 10th meeting - Credits Grimaldi Forum 2023 - JC Vinaj,**

**- the press release on the signing of the partnership with CMB Monaco,**

**- the GFM CSR Charter,**

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