



## Kenes Group Site Selection Report WCN 2028 - Europe

- Budapest, Hungary
- Copenhagen, Denmark
- Istanbul, Turkey

# Kenes Group – WFN PCO

- The below is explaining the different categories of how Kenes scores bidding destinations for all of Kenes' congresses-
- Financial Impacts
  - Venue rental
  - Estimated expenses (inc. AV, mandatory services, food & beverage, IT, telecoms)
  - VAT Impact
  - City support
- Quality of Venue
  - Suitability of convention center
  - Growth flexibility
  - Transport links to destination
  - Sufficient hotels in the city
  - Sufficient hotels near the venue
  - Venue location in the city



# Budapest Hung Expo



## **Date :**

- 14 - 18 October or
- 21-25 October

## **Financial City Support :**

Yes, public transport card possible.

## **VAT :**

- Registration fees are not VAT exempt (27%)

## **Cost :**

Venue Cost incl:

- Rental
- Catering
- Technical

Minimum Estimated Costs (Inc. Tax and services):

EUR 1,968,665

# Pros & Cons – Budapest

<b>Pros</b>	<b>Cons</b>
Growing medical congress destination, affordable city, good venue (renovated), good city for tourism, good connectivity but less than Copenhagen/Istanbul.	Not centrally located, poor public transport to venue.
Venue meets requirements; Kenes has experience. Venue is large, offering flexibility in capacity.	Hotels - only 1 near venue, rest in city
From the 3 cities, Budapest most attractive for Industry	High VAT
	Airport is rather small and limited in international connections

# Copenhagen, Bella Center



## **Date :**

14-18 October

## **Financial City Support :**

Yes

## **VAT :**

Registration income is  
potentially VAT exempt  
(25%)

## **Cost :**

Venue Cost incl:

- Rental
- Catering
- Technical

Minimum Estimated Costs  
(Inc. Tax and services &  
discounts:

EUR 1,920,674

# Pros & Cons – Copenhagen

<b>Pros</b>	<b>Cons</b>
Excellent connectivity (major hub), modern venue, high city appeal, strong medical community, safe, clean, and reliable. Higher cost but great value.	Not centrally located, but sufficient hotel options nearby. Public transport is very good
Good chance at VAT exemption on registration income	
Discounts bring rental costs to comparable levels as Budapest and Istanbul.	Discounts will reduce if we reduce space.

# ICC Center Istanbul



## **Date :**

01-22 October

## **Financial City Support :**

No

## **VAT :**

Registration income is potentially VAT exempt (20%)

## **Cost :**

Venue Cost incl:

- Rental
- Catering
- Technical

Minimum Estimated Costs  
(Inc. Tax and services & discounts):

EUR 1,943,896

# Pros & Cons – Istanbul

<b>Pros</b>	<b>Cons</b>
Good venue and international hub, rich culture and tourism appeal.	Exhibition space not good (many columns)
1 <sup>st</sup> leg destination, large international airport	Some political instability concerns
Large number of hotels in vicinity	Least favourable based on Industry feedback
Strong support Turkish Neurological Association (many members)	



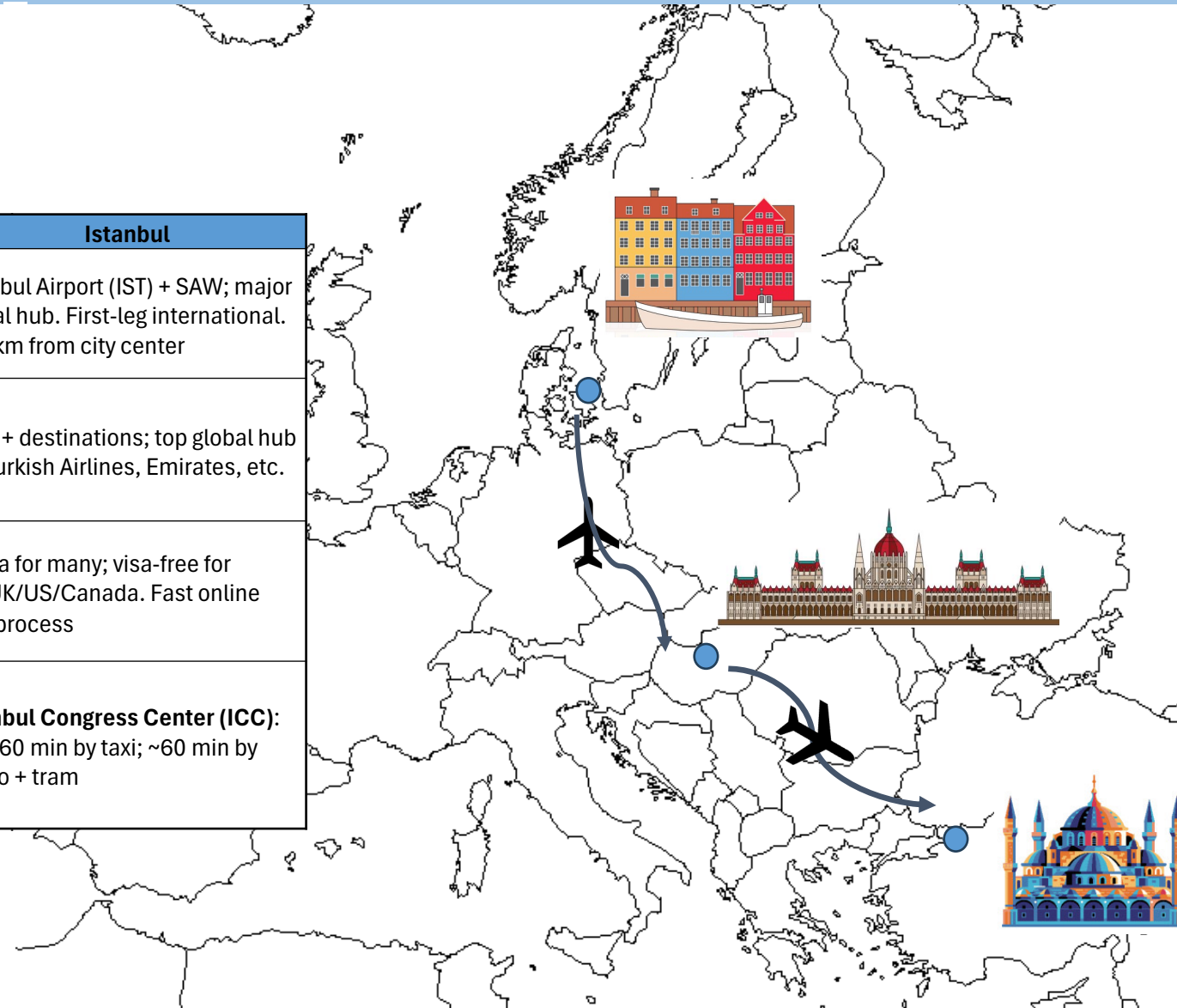


## Getting there

- Budapest, Hungary
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# Getting there...

Criteria	Budapest	Copenhagen	Istanbul
<b>Airport &amp; Connections</b>	Budapest Ferenc Liszt (BUD); ~16 km from city center. First-leg international.	Copenhagen Airport (CPH); main Nordic hub. First-leg international. ~8 km from city center	Istanbul Airport (IST) + SAW; major global hub. First-leg international. ~45 km from city center
<b># of International Flights</b>	~140+ destinations; strong EU/UK links; served by Wizz, Lufthansa, Emirates, Ryanair	~180+ destinations; excellent intercontinental connections via SAS, Norwegian, major carriers	~300+ destinations; top global hub via Turkish Airlines, Emirates, etc.
<b>Visa Requirements</b>	Schengen zone. Visa-free for EU/EEA/US/Canada. Others need Schengen visa	Schengen zone. Visa-free for EU/EEA/US/Canada. Others need Schengen visa	E-visa for many; visa-free for EU/UK/US/Canada. Fast online visa process
<b>Venue Access</b>	<b>HungExpo:</b> ~20 min by taxi; ~45 min via public transport (bus + metro/tram)	<b>Bella Center:</b> ~10 min by direct metro (M2) from airport; fast & reliable	<b>Istanbul Congress Center (ICC):</b> ~45–60 min by taxi; ~60 min by metro + tram



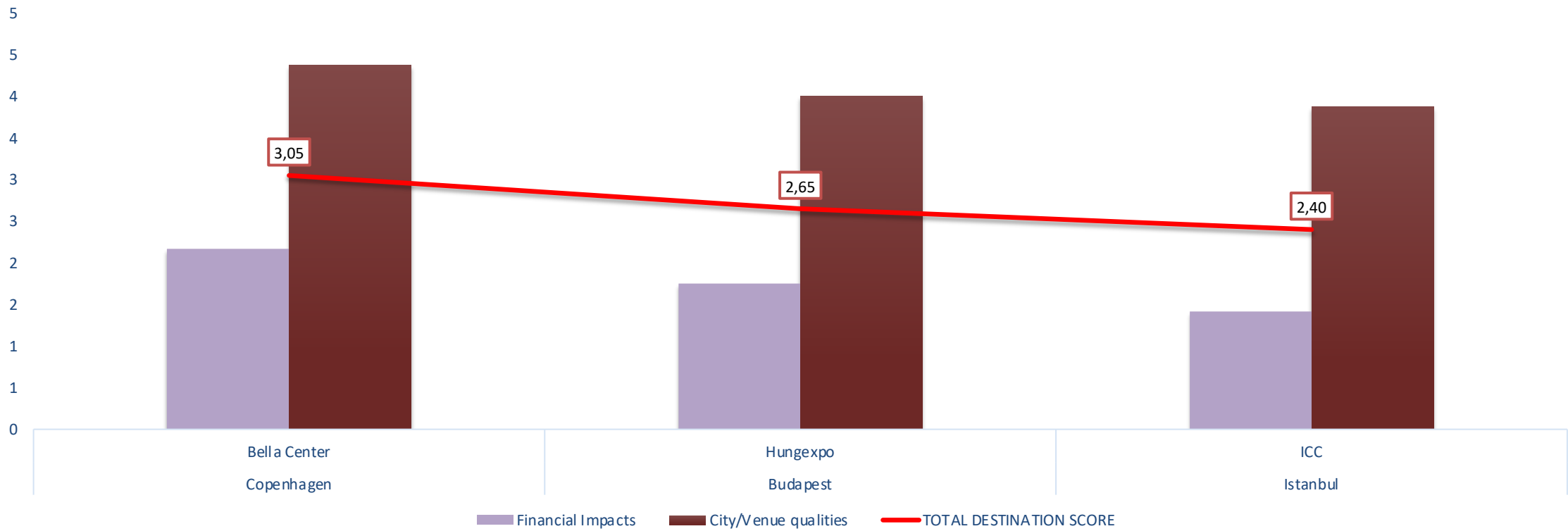


## Final Score

- Budapest, Hungary
- Copenhagen, Denmark
- Istanbul, Turkey

# Final score

## Destination Analysis





*WFN and Kenes recommend  
Copenhagen*

- Good venue for WCN
- City support
- Good infrastructure
- Good hotel situation