



Grand Place, Brussels



The Royal Palace



In this context, Casinos Austria International (CAI) has chosen Brussels to add another Casino to its long international list. 19 January next will see the official inauguration of Grand Casino Brussels. CAI counts its traditionally innovative approach to gaming and its extensive international presence and experience among its key strengths. Grand Casino Brussels will benefit greatly from being part of this global Casino network.

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## RAND CASINO BRUSSELS

A PRESTIGIOUS NEW CONCEPT

UNIQUE IN EUROPE

Belgium is well known throughout the world as the seat of most of the major European Union institutions. The capital, Brussels, is also the capital of Western Europe and after a few years, when the Eastern European countries become full members, Brussels will become the nerve centre of the entire Old Continent.

Belgium is situated in the north east of Europe and covers 30,510 km<sup>2</sup>. With 10,364,390 inhabitants, it is one of the most densely inhabited countries in Europe, and is a highly industrialised and urban nation. Brussels is in the dead centre of the country and is home to the major European Union institutions, making it the political and administrative centre of Europe.



Atomium



Seat of the European Parliament in Brussels



Press Conference Panel: General Manager Grand Casino Brussels, Tim Cullimore; CFO, Josef Leutgeb; CEO, Paul Herzfeld; Mayor of the City of Brussels, Freddy Thielemans; CAI Representative in Brussels, Peter Ketzner



Josef Leutgeb, Paul Herzfeld showing gaming license and Freddy Thielemans



Freddy Thielemans and Peter Ketzner at the Press Conference



Freddy Thielemans being interviewed in the new Casino



Journalists try their luck at the demonstration Casino in Salle de la Madeleine



Previously, late last November, a press conference was held before the national and international media, at which executives from the new Casino informed of the main characteristics of Grand Casino Brussels. This conference was attended by the Mayor, the Deputy Mayor and other personalities. After the press conference, municipal authorities and journalists paid a visit to the as yet unfinished new Casino, in the presence of representatives from the CAI. The new Casino will be located in the historical Salle de la Madeleine right in the heart of the European capital. Adapting the Salle de la Madeleine to accommodate the Casino required extensive structural work, renovations and modifications. In doing so, Casinos Austria International and the city of Brussels have taken the utmost care to respect the site's cultural and architectural heritage, whilst also ensuring that all work



Journalists at the Press Conference

undertaken is fully compliant with the Belgian and international safety and security standards required to operate a Casino of international renown. Covering an area of 6,200 m<sup>2</sup>, the complex is located right in the heart of Brussels, opposite the Hotel Royal Windsor and within easy walking distance of Central Station and such main tourist attractions as the Grand Place, the Mont des Arts museum and the theatre district. Casinos Austria International and its architectural partner in Brussels, BOA, have worked in close cooperation to design an innovative Casino venue that transports European gaming to a whole new level. The results speak for themselves: three extravagant floors in an avant-garde crystal and glass design linked by a round glass elevator. Each of these three floors offers its own special ambiance and entertainment, making Grand Casino Brussels quite simply the place to be in Brussels. The decor and stylish amber and red interiors have been carefully designed with this in mind, and no



Bertin Mampaka, Deputy Mayor of the City of Brussels at the Grand Casino Brussels Sneak Preview

detail has been overlooked: from the tasteful VIP club and state-of-the-art gaming areas to the lounge facilities and choice of gourmet eateries and bars. The lively ground floor, home to the main gaming area, offers a choice of 13 live gaming tables (Roulette, Black Jack, Stud Poker and Mini Punto Banco), 201 slot machines, as well as a deluxe food bar and several cocktail bars. The luxurious first floor gallery also offers 8 gaming tables and 5 slot machines, comfortable lounge areas, VIP club and gaming facilities and the trendy gourmet "La Madeleine" restaurant. Finally, the multi-purpose "St. Jean" function room on the top floor will be used to host all manner of events, receptions, banquets and seminars and can also be hired for private and corporate events. Casino suppliers include Fournier, TCSJohnHuxley, Atronic, Novomatic, Bally...among other gaming manufacturers.



The agreement for Fournier to supply Grand Casino Brussels with playing cards was signed at ICE 2005.

The new multi-purpose Casino will make a strong contribution to economic development in Brussels, creating over 260 new jobs and boosting the local employment market. Staff have been recruited primarily from the Brussels region and, with the support of the local authorities, have received extensive training in the special skills required for working in a Casino environment. The highly enthusiastic new Casino team includes a large number of young, multilingual staff. The new Casino and entertainment complex will play an important role in the entertainment, hotel and tourism sectors in the Brussels region. The presence of a Casino of this calibre, with its high-class clientele and host of prestigious top events will help to revitalize this downtown district and make the city of Brussels an even more attractive destination for visitors.

Text: Aafke Trouwborst

Photos: Grand Casino Brussels and Brussels International



DDB Barcelona

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