

PRESS PACK



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1. Dolce La Hulpe Brussels as seen through three inspirational circles

DOLCE LA HULPE BRUSSELS is a 4* Hotel & Resort that nestles in supremely natural surroundings and yet is close to Brussels, a European capital that enjoys a rich cultural diversity. To go to Dolce La Hulpe Brussels, means leaving behind urban life and to immerse yourself in the Sonian Forest for a unique experience that will appeal to every one of your senses. To discover these vast wooded expanses that simply ooze calm and serenity means also to shake off the stresses of every-day life in order to rediscover yourself.

Dolce La Hulpe Brussels is a unique venue in Belgium, and fits comfortably within the lineage of Dolce Hotels and Resorts destinations. Dolce establishments are true oases in the proximity of major European and North American cities, which all offer exclusive comforts, top of the range cuisine and the latest technological innovations. In a world in which we feel ever more disconnected despite all the available means of keeping in touch, Dolce venues perfectly lend themselves to accommodating tourist and leisure visits as well as private events. The company furthermore also specialises in welcoming and organising professional events: meetings, conferences and conventions in an inspiring working environment, conducive to people gathering in order to come up with great ideas.

Each hotel subscribes to a genuine concept that brings together the values upheld by the chain at every one of its locations. These values are symbolised by the three circles in the logo of the Dolce Hotels and Resorts brand and are representative of the group's primary objective: to imprint a lasting souvenir on the memory of its clients. We can link these values by means of three symbolic circles:

- **Enrichment**
- **Connectivity**
- **Community**

1.1 Enrichment

This first circle symbolises the commitment of the hotel and its conference centre to the decidedly contemporary style in order to provide an enriching experience at a level that is both physical and intellectual. This first circle comprises **the comfort, gastronomy and well-being**. Nourishment for the body, but also for the mind, thanks to an incredibly varied, sophisticated, hearty and healthy cuisine; a spa to restore mind and body; activities and leisure areas to restore and revitalise.

1.1.1 Comfort

Dolce La Hulpe Brussels has 264 rooms and suites****, including 70 executive rooms, 12 conference suites and the grand Séquoia Suite. All rooms and suites overlook the green expanse of the Sonian Forest and are furnished throughout with the comfort of the guests in mind. Thanks to its magnificent picture windows, each room affords a calming view across the Sonian Forest.

In addition, every room features relaxing design elements from the Roset line, such as the office chairs to ensure your ultimate comfort when spending time at your desk, as well as the clear lines of the **deep and comfortable armchairs** to enable you to achieve complete relaxation.



For Dolce La Hulpe Brussels, the concept of comfort extends to each and every room:

- Individually regulated air conditioning system
- Flat screen television
- Fast Wireless Internet Access Internet (WiFi) free of charge
- Desk
- Telephone with « VoIP » technology
- Laptop Safe
- Mini Bar

Hotel Services and Activities

- Dry-Cleaning and Ironing
- Secretarial Services, fax, on demand printing service
- Indoor Swimming-Pool
- Fitness Room, sauna, hammam
- Sports Field (tennis) and jogging circuit
- Mountain bike route in the surrounding woods with on-site bike hire
- Golf course and riding clubs available nearby
- Free parking

1.1.2 Gastronomy

To sit down at a table of any Dolce Hotels and Resorts establishment necessarily means a unique gastronomic experience, a million miles away from that usually on offer at traditional hotels and conference centres.

At Dolce La Hulpe Brussels, the kitchens are the domain of renowned Chef **Pascal Marcin**. Coming from a family background of independent restaurant owners, this Chef has established himself as THE new point of reference in the area. Having been exposed from earliest childhood to a comprehensive range of flavours and ingredients, his passion for gastronomy and his lively curiosity have been his driving force in exploring new tastes and compositions. Relying on these experiences, he uses them to the benefit of a resolutely creative cuisine, combining sophisticated finesse and local produce. It is worth noting that his talent was rewarded by 2 Delta Guide Chef's Hats in 2008, as well as an invitation to take part in Eurotoques, a prestigious event held in Lisbon in November, 2008.

At Dolce La Hulpe Brussels, Pascal Marcin welcomes his guests either in the main restaurant, the « **Argan** », which seats up to 360 persons, including an à la carte section for 50 persons, or in the gourmet restaurant « **Tree O** ». The choice of the name « Tree O » is explained, on the one hand, by the fact that it immediately makes you think of its homonym « trio » in reference to the concept of the restaurant, and by the word play on the theme of trees, on the other hand.



Pascal Marcin offers his clientele a 'fusion' cuisine that is original, tasty and natural. He favours market products, which he wants to be appreciated in his dishes by revealing all of their flavours. Whether based on meat or fish, Pascal Marcin prepares any dish in three different ways, serving it such as to be consumed as either a starter or a main course. Inspiration being one of the guiding principles

of every Dolce hotel, the Chef of the Dolce La Hulpe Brussels draws for his creativity on the many facets of the Sonian Forest. His desserts are inspired by the same creative spirit.

Dolce La Hulpe Brussels boasts a bronze sculpture by Belgian artist Jean-Michel Folon and has acquired five of his silk-screen prints which are based on post cards and displayed in the gourmet restaurant. Pascal Marcin has drawn on them to inspire his Folon Discovery Menu. His culinary interpretation invites you on a journey, from New York to China, and by way of the Rocky Mountains to take you on to the artist's most beautiful landscapes.

1.1.3 Wellness

1.1.3.1. The Cinq Mondes Spa



The spas at the various Dolce Hotels & Resorts locations invite you to rest and unwind after a busy day, providing relaxing and invigorating treatments or a massage by qualified practitioners.

Dolce La Hulpe Brussels has chosen the prestigious CINQ MONDES brand as a partner for its new spa in its natural setting in order to provide its clients with a unique Spa experience.

Before setting up the CINQ MONDES spas, Jean-Louis Poiroux, who is passionate about Massages, Aromatherapy and Cosmetics, had spent 10 years travelling the planet to discover the world's best treatments and massages. The natural consequence of his research was to set up the first CINQ MONDES Spa at Paris in 2001 and to create a new range of cosmetics products to form his Beauty Rituals of the World®.



Today, CINQ MONDES Spas combine a fantastic range of treatments and ancestral traditions that are characterised by quality, authenticity and ceremony. CINQ MONDES Spas are an invitation to true sensory journey providing a selection of the best treatments inspired by beauty traditions from all over the world: Aromas and Flowers Japanese Bath, Royal Ritual from Siam, Balinese Massage, Ayurvedic Massage with hot oils, Aromatic Scrub with Spices from the island of Java...

Unique Offer: by special request the spa can be made available for a company's sole use.

With a surface area of 800m², the whole of the CINQ MONDES Spa at Dolce La Hulpe Brussels can be made available for the private use required by your company. This will permit you for an entire day or more to take possession of an architecturally remarkable venue in order to turn it into a more convivial place as befits your brand image.

Short Treatments in response to your time constraints

In order as far as possible to meet your expectations, Dolce La Hulpe Brussels, in collaboration with CINQ MONDES, has set up massages that provide a moment of true relaxation, yet taking the time constraints of today's world into account:

- 1 large Hammam including several exfoliation tables to share a unique moment's relaxation in the most perfect Moroccan tradition.
- 2 Hand and foot treatment facilities affording unrestricted views over the Sonian Forest.
- Deep relaxation sessions, combining reflexology treatment of the hands, feet, nape and trapezius muscles. Revitalising and energising head to toe therapy! (available from 30 to 60 minutes)

Gift Certificates

By means of CINQ MONDES gift certificates, you can present the person of your choice with a unique and original gift that will give great pleasure to your guest thanks to the large range of available treatments. The Gift certificates are personal, customized and valid for one year.

Exclusive offers combining use of the Spa and accommodation at Dolce La Hulpe Brussels are also available and may be extended to include gastronomic pleasures, such as a meal at the Argan and Tree O restaurants.

1.1.3.2. Wellness Oriented Facilities

Apart from the Spa, wellness Dolce La Hulpe Brussels style also means:

- **Nordic Walking and Tai chi** courses are available twice a week on an individual basis, an ideal way of reducing stress and enjoying the invigorating fresh air of the Sonian Forest.
- **A Health Circuit** in the peaceful atmosphere of the surrounding woods and the possibility of mountain bike hire to go even further afield as you explore the Sonian Forest.
- Outings to discover the heritage of Brussels and Wallonia. The programme includes both established and lesser known sites: the Folon Foundation and La Hulpe castle, Waterloo Mound, the historic centre of Brussels with its Grand Place, a tour of Art Nouveau architecture or even the murals with comics drawings.

- The ideal destination for expectant Mothers !

The natural setting of the Sonian Forest is the ideal place to come for the best possible relaxation during pregnancy at a time when you might feel the need to unwind.

Over the space of four days, this serenity cure starts from the time of your arrival with a session in the spa to enable couples, from day one, to experience the flavour of this calming environment. On the second day, the father or father-to-be can hire a mountain bike to take an invigorating ride along 144 km of sign-posted routes across the Sonian Forest right by the hotel complex, whilst the mother or mother-to-be attends an aqua gym session.

On the third day, the couple are given a range of massages to suit their personal needs as well as the opportunity to attend a massage initiation session for couples to provide a lasting experience of relaxation and well-being to be remembered long after the end of their stay.

Finally, the last day of this truly extended period of relaxation having arrived, the couple can continue to enjoy the quality facilities of the Dolce La Hulpe Brussels.

1.2 Connectivity

The second circle encompasses overall **clarity of design, an intelligent architectural concept** and **state of the art functional technology**.

The concept of Dolce La Hulpe Brussels is to bring together in a green setting and under one and the same roof, a conference centre and a hotel as well as leisure areas. From an architectural point of view, the complex features buildings that are characterised by clean lines to match their setting, a clear Scandinavian style design that is so much appreciated by its international clientele, as well as spacious, bright living spaces that are both functional and equipped with state of the art technology. The infrastructural features, for which this site is renowned, were designed and implemented by Scandinavian architect Christian Lundwall. Aiming for uniformity and harmony, he used the same colour scheme and the same features and types of wood throughout the complex.

1.2.1 Bright and Restful Spaces



The premises of Dolce la Hulpe Brussels make full use of day light thanks to the large picture windows, high ceilings and modular meeting rooms. All rooms also benefit from superb lighting systems and a functional office space.

Each of the large meeting rooms of Dolce La Hulpe Brussels bears the name of a tree to recall the peaceful surroundings of the Sonian Forest.

The sub committee rooms, in vibrant colours, are devoted especially to the exchange of ideas and fruitful interaction between conference participants. Decorated with contemporary photographs of exotic fruits by Belgian photographer Serge Anton, each of these rooms bears the name of one of these fruits.

1.2.2 A Lounge and Design Atmosphere



More than a lobby, the reception area was conceived as a spacious contemporary domestic interior. A convivial space with an open fireplace, a fashionably furnished library section, a well lit atmosphere of varying colours, lobby bar 'Badian' to match the lounge music that was specially created for the hotel, mean that all your senses are immediately aroused.

There are two bars at the centre of the premises: the lobby bar « Badian » with its library, its open fireplace and TV lounge, and the « Oak bar » with games (billiards, darts, flipper,...), flat screen television sets and a dance floor. These two bars form an integral part of the exciting architecture of Dolce La Hulpe Brussels and convey a very trendy lounge atmosphere which is further enhanced in the evenings by the most inspiring music, and display the latest in fashionable furniture, like the Arketipo armchair in the 'Badian' bar.



The Oak Bar, whose name conjures up the oak tree that is so prevalent in the woods of Belgium, and stands for nobility, strength and longevity, would be ideally suited to accommodate your festive evening events in a congenial setting. On Thursday evenings, the Live DJ Fabulous Evenings provide entertainment into the early hours for the hardest guests !

1.2.3 An environment that is both functional and luxurious

At Dolce Hotels & Resorts, you don't have to worry about any practical details, nor waste time on logistical issues. One and the same place holds all the necessary tools, from the most basic to the most sophisticated, that make a success of any event or company meeting.

No less than 37 meeting rooms, spread over 4448m², are at companies' disposal, all laid out such as to enable maximum concentration and to stimulate participants' creative instincts. All the buildings are fitted with state of the art installations and all meeting rooms have:

- day light and air conditioning
- ergonomic seating
- state of the art telephony (Voice over IP)
- fast wireless internet access free of charge (available anywhere on the premises, including outside areas)

In the **E-café**, a continually stocked buffet is available for coffee breaks, and offering highly nutritious organic products to aid concentration, and ideally conducive to encouraging groups working in the context of meetings. Fast internet access through wire or ether, work stations, freely available computers as well as a terrace with a view across the forest, further add to the unique benefits of Dolce La Hulpe Brussels.

Apart from the many « networking » zones, a business centre provides a full range of secretarial services.

Finally, there is the specialist team - a **conference co-ordinator** specifically dedicated to each meeting or event, a personal contact from the time of booking an event to its conclusion, and an **audio-visual technician** specialising in modern technologies, are on hand to assist groups during their stay and to co-ordinate every detail of the programme.



Two large auditoriums are also available to companies within Dolce La Hulpe Brussels: the 'Baobab' has a 150 seat capacity, whereas the 'Canopée' can accommodate up to 500 persons, and is fitted with simultaneous translation booths and projection equipment.

Finally, the 750 m² Redwood lounge offers a vast space that mainly overlooks the forest, and is perfectly suited for private receptions such as weddings, cocktail or birthday parties, and also to professional events (banquets, product launches) or even exhibitions of any kind.



To enable companies to properly prepare their seminars and as easily as possible, Dolce La Hulpe Brussels offers an all-inclusive residential seminar package called « **Complete Meeting Package** ». The package comprises a range of services and facilities by the day:

- single room accommodation
- fully equipped meeting hall, available 24h/24
- breakfast and lunch buffet
- choice of dinner menus
- "Dolce" breaks with continually stocked buffets (tea, coffee, fruit juices, fruit baskets, pastries, sweets, etc.)
- availability of a conference co-ordinator and an audio-visual technician throughout the meeting
- access to sports facilities

1.2.4 The Oasis Area: meeting facilities that inspire

Situated in the conference centre, the Oasis area is made up of twelve colourful, bright sub-committee rooms that are designed to stimulate creative ideas and to encourage individual participation. These rooms can each accommodate up to 20 persons, and form part of a lounge area, including a permanently available e-café to facilitate gatherings of an informal nature.

Apart from their ergonomic furniture, designed specifically for working meetings, these rooms stand out for their particularly attractive decor, thanks to a photographic patchwork of exotic fruits and vibrant colours. No effort has been spared in their realisation. The photos of exotic fruits on display in the rooms are the work of the famous Belgian photographer Serge Anton.

To enliven more informal working meetings, even flat screens are made available to enable the showing of videos or presentations as a source of inspiration to participants.

Finally, an exhibition area adjacent to this space offers the added advantage of direct access to the parking lot and the facility to display any kind of product, such as machinery or cars. This adjacent exhibition area is one of the special assets of Dolce La Hulpe Brussels.



1.2.5 Exclusive to the Dolce La Hulpe Brussels: The Cube

At Dolce establishments, a special point is made of facilitating both original and fruitful « team building » activities. When tasked to set up innovative team consolidation exercises, themed dinners, as well as customised events, conference co-ordinators work on the basis that « anything is possible », and aim to organise events suited to bring participants together in such a way as to elicit ideas.

It is in this light that the Dolce La Hulpe Brussels can offer you a multi-disciplinary team building activity, called « **The Cube** ». The action takes place within a former science lab with lots of equipment and high security provision, in which scientists have developed a « universal serum ». In order to eliminate an « extremely potent virus », the participants, not knowing what to expect, are given the task of re-launching the process of producing this serum whilst undergoing a whole series of tests to challenge all five senses. Once the count-down has started, participants have two hours to « save mankind ». Each test requires creativity, a certain sense of communication, the mutual trust of participants, the ability to arrive at joint decisions, as well as a results oriented approach. This activity is suitable for groups of 15 to 100 persons.

1.3 Community

The third circle embodies the input of all Dolce staff - competent, passionate and dedicated as they are - and all working together to provide clients with an intuitive service of the highest order. Dolce teams are above all co-operative teams and intent on generating customer satisfaction. To Dolce, to anticipate clients' expectations is an essential part of the philosophy of the group. Its teams also pay a great deal of attention to participating in a range of ecological and socially responsible initiatives.

1.3.1 *Dolce Cultura*

In 2007, based on its desire to earn a place in the local community and also to give a cultural touch to the professional infrastructures of the site, Dolce La Hulpe Brussels launched the idea, in collaboration with the ASBL Idée Fixe, to create a performance venue for the French Speaking Community and in so doing to provide a theatrical springboard for budding operatic talent.

The unique green setting of Dolce La Hulpe Brussels, its ideal geographic location and its exceptionally welcoming infrastructure represent the ideal show case for developing an arts project of this kind.

Since April, 2007, 4 operas have been performed on Fridays, Saturdays and Sundays: Carmen by Georges Bizet, Cosi Fan Tutte by W.A. Mozart, Aïda by Verdi and La Bohème by Puccini, in a stage production conceived by Jean-Michel Folon. At the end of the 2008 season, the programme featured the musical comedy 'La Mélodie du Bonheur'. The success of the latter has given rise to a more diversified future artistic programme. In 2009, Dolce Cultura will therefore continue to put on operatic performances and musical comedies, whilst also opening up to jazz and other musical styles.

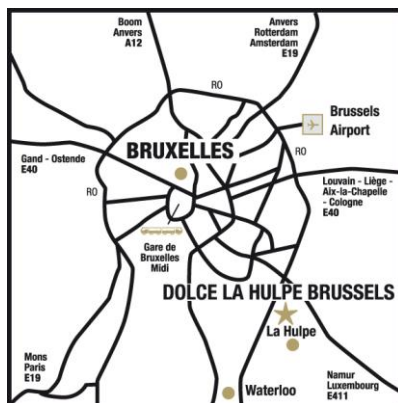
1.3.2 *Great Guest Experience*

Great Guest Experience - Pivotal to Dolce International's success is its five-point proprietary Great Guest Experience program. Add commitment and passion into the mix and the result is an extraordinary experience where big ideas and imagination can flow:

- The Wow Factor: Exceeding guest expectations
- Granting a Wish: Anticipating/meeting a guest's needs
- The Personal Touch: Personalizing a guest experience
- Class Act: Professionalism
- Second Chance: Service recovery

2. Access and Contacts

Located away from the business of the city, in an area of almost 30.000 m², and surrounded by 72 ha of woodlands, at the heart of the Sonian Forest, this unique place is nevertheless easily accessible: it is close to Brussels international airport at Zaventem (15 km), to the city centre (15 km), the Brussels South airport at Charleroi (40 km) and at 25 minutes from Brussels Midi railway station which links Brussels to Paris, Amsterdam and Cologne by the Thalys and London by Eurostar train services.



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À propos de Dolce Hotels and Resorts

Dolce Hotels and Resorts, anciennement Dolce International, est une entreprise mondiale unique en son genre, spécialisée dans l'accueil et l'organisation de réunions d'exception, offrant les cadres les plus accueillants pour se réunir et apprendre. Que ce soit pour les affaires ou le plaisir, des éléments distinctifs inspirent les conférences et les événements les plus productifs et les expériences les plus célébrées. Dolce associe une cuisine et des aménagements de qualité supérieure, des équipements technologiques de pointe et une communauté de collaborateurs passionnés et intuitifs pour rester au premier plan de l'industrie hôtelière avec 23 propriétés exceptionnelles en Europe, aux Etats-Unis et au Canada.

Le portefeuille **Hotel & Resort** de Dolce comprend notamment des propriétés telles que Dolce Chantilly en région parisienne, Dolce Frégate Provence, Dolce La Hulpe près de Bruxelles, Dolce Bad Nauheim près de Francfort, Dolce Sitges dans la région de Barcelone et Dolce Hayes Mansion à San Jose, en Californie. Les **Hôtels de Conférence** de la société comptent des propriétés telles que le BallhausForum à Munich, l'IBM Palisades Center à Palisades, N.Y., l'American Airlines Training & Conference Center à Fort Worth, Texas et The William F. Bolger Center à Potomac, dans le Maryland. Chaque propriété satisfait aux critères de l'Association Internationale des Centres de Conférence et est également recommandée par des organisations telles que AAA, Mobil, le guide MICHELIN © 2008 et Meeting Professionals International. Tout à fait adaptées aux voyageurs de loisir, de nombreuses destinations Dolce proposent des spas, des parcours de golf de compétition et des équipements de remise en forme. Créée en 1981 par son Président Andy Dolce, la société a un siège à Montvale, New Jersey et un autre à Paris, France. Majoritairement détenue par Broadreach Capital Partners, la société Dolce compte environ 4000 employés de par le monde. Visitez www.dolce.com.