



Leaders of e-commerce sector gather at PortAventura Convention Centre for 'Digital 1to1 Spring' meeting

PortAventura Convention Centre was the chosen venue for the event, in which more than 250 professionals participated in two days of intense networking.



25 April 2024 - PortAventura Convention Centre recently welcomed more than **250 leaders** from the **e-commerce and retail sector** during the '**Digital 1to1 Spring**' meeting, a must-attend industry event every year that sees digital solutions professionals and companies joining to discuss the future of their sector, exchange knowledge and create synergies.

Malin Nilsson, director of PortAventura Business & Events, emphasised that "*hosting benchmark events in these sectors, such as Digital 1to1, is important to us, as we are aware of the significance of this type of conference to create synergies and tackle the challenges of today's industries*". In addition, Malin Nilsson explained that this was the fourth time in three years that the event organiser had chosen PortAventura Business & Events for their meeting, stating "*our 'all-in-one' approach facilitates networking and provides a variety of training and connection formats. Our extensive capacities and the versatility of our spaces offer a multitude of possibilities to develop meetings of this kind*".

Attendees were welcomed with a keynote speech by **Digital 1to1** co-founder **Ronan Bardet** and Kingfisher's Group Digital Director **Marc Vicente**, who spoke about the company's growth and digital transformation. Participants enjoyed various presentations by experts in the digital field, focusing on business success stories, and were able to participate in panel discussions with industry leaders.





In addition to sharing success stories alongside featured clients, experts also had the opportunity to hold one-on-one appointments, carefully selecting professional profiles through an intelligent matchmaking tool that allowed attendees to be paired according to their individual business interests and technology challenges.

The participants of 'Digital 1to1 Spring' enjoyed the **various areas of PortAventura Convention Centre** for two days, staying at Hotel PortAventura and enjoying an exclusive opening of the Mexico area of PortAventura Park. The latter is one of the differential services offered by PortAventura Business & Events: private openings of PortAventura Park or Ferrari Land's themed areas so attendees can enjoy an unrivalled experience. Integrated into its 'all-in-one' offer, the service aims to make events a success thanks to differential proposals, ensuring that attendees remember the experience as an unrepeatable moment.

About PortAventura Business & Events

PortAventura Business & Events is the events division of PortAventura World. Its convention centre (PortAventura Convention Centre), with a capacity to host more than 6,000 people at a time, has 24 multifunctional rooms throughout its more than 20,000 m² layout, its own audiovisual solutions thanks to a joint venture with Bmotion Audiovisual, natural light and privileged views of the Mediterranean coast. In addition, it houses five 4-star hotels and one 5-star hotel within the resort, as well as two offsite hotels under management, totalling more than 3,000 rooms. PortAventura Park, Ferrari Land and PortAventura Caribe Aquatic Park are three leisure parks that can be enjoyed on their own and offer large spaces for special events. All of this, combined with a sustainable and environmentally friendly approach that aligns with the company's global SDG strategy, sees PortAventura Business & Events hosting more than 280 events a year. Since the inauguration of its convention centre in 2009, PortAventura has hosted close to 2,700 events. In April 2023 it received B Corp certification, which recognises the work of the convention centre in terms of sustainability, social responsibility and good governance.

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