

PortAventura Convention Centre hosts successful annual convention of tech consulting firm SEIDOR

More than 1,100 company professionals gathered at PortAventura Convention Centre



3 May 2024 - PortAventura Business & Events hosted the **annual kick-off for the SAP Consulting Area of SEIDOR**, a company specialising in technology services and solutions, which was attended by more than **1,100 SAP technology professionals**. During the meeting, the organisation celebrated positive results achieved in 2023, and presented objectives for 2024.

Throughout the two days of meetings, SEIDOR took advantage of PortAventura Convention Centre's extensive capabilities. The meeting began in the **Alexandria Room**, with a speech by SEIDOR's SAP Business Development Director, **Estanis Font**, and PortAventura World's Managing Director of Operations & Finance **Fernando Aldecoa**. The two focused on the keys to growth for SEIDOR's business, and on the overall acceleration of digital transformation and expansion of business networks.

Among the topics addressed, the growing importance and success of the SAP S/4HANA Cloud Public Edition stood out, highlighting its impact on companies by offering them an agile and scalable platform for data and process management.





Likewise, during various speeches the first day, emphasis was placed on SEIDOR's aim to "humanise technology", always seeking a positive impact on people and the environment through the implementation and development of technological projects.

Various activities took place in the **Harvard Room** at **PortAventura Convention Centre**, which were combined with networking moments in the brightly lit **Barcino Room**. The event culminated with a cocktail dinner in the **Carthage Room**, where guests enjoyed a lively and relaxed atmosphere.

During the second day, a **team building** activity took place, with the aim of strengthening bonds between team members and fostering their ability to collaborate. The day ended with a prize-giving ceremony in the **Far West** area of **PortAventura Park**.

In addition to the event's inspiring agenda, participants had the opportunity to enjoy the comforts and charm of **Hotel PortAventura** and **Hotel Caribe**. Both hotels offer a pleasant atmosphere, perfect to complement the experience of an event of this nature.

PortAventura Business & Events and SEIDOR share a commitment to innovation and sustainability. With a comprehensive portfolio of services and solutions, as well as presence in 45 countries, SEIDOR works closely with its clients to drive their digital transformation and promote practices aimed at encouraging social and environmental sustainability.

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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About SEIDOR

SEIDOR is a tech consulting firm that offers a comprehensive portfolio of solutions and services in innovation, customer experience, ERP, analytics, employee experience, cloud computing, the workplace and cybersecurity.

With a workforce of more than 9,000 highly qualified professionals, SEIDOR has direct presence in 45 countries in Europe, Latin America, the United States, the Middle East, Africa and Asia, serving more than 8,500 customers.

The firm is a partner of major technology leaders, including SAP, Microsoft, IBM, Adobe, Salesforce, Google, AWS and Cisco.

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