



*The (Hi)story
of our passion*





On behalf of the entire family van Gysel de Meise,
Owner of Hotel Le Plaza;
I invite you to discover

Our history over the next pages ...



Preface

The same passion

The construction of the Hotel was initiated in 1930 by Count Paulus d'Oultremont and architect Michel Polak, well-known for his luxury and elegant designs.

Jean-Baptiste van Gysel de Meise (1885-1956), important Belgian industrialist, who created large scale retail brands such as Sarma and Nopri, bought the Hotel in 1953 and made it the flagship of his heritage.

Early 1990's, Jean-Baptiste van Gysel's son decides to resurrect the Hotel. This choice seemed evident as he travelled around the globe with his parents and had seen many different hotels during his youth. So he started renovation works that lasted for 5 years. Together with his wife, Baroness Anne van Gysel de Meise, professional decorator, he decided to let Pierre-Yves Rochon, Parisian designer who's known from the «Georges V» Four Seasons Hotel, in Paris, the «Westin Palace» in Madrid and Hotel «des Bergues» in Geneva lead the project.

Today, Baron van Gysel de Meise and his two children, Jean and Aurore, are delighted to perpetuate their Grandfather's work.

I wish you a very pleasant time discovering our 90 years of tradition.

Laurent De Kerf
Managing Director





Le Plaza
BRUSSELS

MEETINGS +

CONGRESSES +

PARTIES +

HOTEL PLAZA

Table of content

Brussels, the destination next door	6
Brussels and its friendly dynamism	10
Our story	14
Belgian Royal Warrant Holder	18
<hr/>	
When the sandman comes to say good night	20
Burgundian Belgium	24
Catry : High end and customised carpets	26
Breakfast at Charleston's	28
Mary : Artisan Chocolates	30
A romance for more than 15 years...	32
<hr/>	
Where... Meeting(s) feel(s) good	36
French MICE experts by our side	42
Your congresses in an unexpected venue	44
We have their confidence	50
<hr/>	
The scenery of your dinner party	56
We have their confidence	64
Our Executive Chef, Olivier Bontemps	66
Le Plaza revives the Roaring Twenties...	70
<hr/>	
Bee-hind the scenes	74
The passion of travelling	76
The Jewels of the Sablon...	78
<hr/>	



Brussels

THE DESTINATION
NEXT DOOR



Connected to 17 cities through Eurostar and Thalys



Over 650 flights per day coming from 238 destinations

MONTREAL
5556 km

NEWYORK
5907 km

ATLANTA
7088 km

HOUSTON
8 112 km

MIAMI
7449 km

PARIS
310 km
1:22

LYON
636 km
3:08

MARSEILLE
1040 km
5:20

LONDON
370 km
2:10

AMSTERDAM
210 km
1:50

FRANKFURT
400 km
2:45




**MIDI
INTERNATIONAL
TRAIN STATION**

 11 min.
 15 min.




GRAND PLACE
 13 min.


DOWNTOWN
Shopping - pedestrian
 5 min.


TOUR & TAXIS
 10 min.
 17 min.


**BRUSSELS
EXPO**
 11 min.
 25 min.


ATOMIUM
 11 min.
 25 min.

**BO
ZAR**
**MUSEUM OF
FINE ARTS**
 25 min.
 7 min.


**MAGRITTE
MUSEUM**
 24 min.
 6 min.


**CENTRAL
STATION**
 16 min.
 5 min.


**COMICS
ART
MUSEUM**
 6 min.
 6 min.


**NORTH
STATION**
Connection to
the airport
 11 min.
 4 min.



**BRUSSELS
INTERNATIONAL
AIRPORT**

 15 min.
 30 min.



**MAISON
ANTOINE**

Master of Belgian fries

 8 min.
 13 min.



**EUROPEAN
PARLIAMENT**

 7 min.
 9 min.

Brussels' dynamism is best evidenced by its incredible creativity when it comes to organising festivities. Various open air events are organised in the European capital: neighbourhood cocktails, garden parties, park festivals and DJ sets in the most unusual places. During summertime, citizens, expats and tourists enjoy all sorts of activities in Brussels. Our favourite picks: pick-nick in Bois de la Cambre, Electronic Garden in the kiosk of the Royal Park, Apéros Urbains to wrap up your work week, Frunch : an elaborate and exotic selection of food trucks every Friday on the terrace of BIP at the Royal Palace,

Fashion-wise, the Dansaert area will astonish you! These streets within the Pentagon will suit all tastes: from snobby to bourgeois, bohemian to the latest trends, artistic and overall surprising! This unique district harmoniously blends fashion design with shops and bars.

BRUSSELS AND ITS FRIENDLY DYNAMISM



Downtown Brussels

We can no longer track the number of initiatives to boost the MICE industry in Brussels.

It seems the city was invented for this kind of activity: its dynamism, yet very human-sized, trendy bars and restaurants lead to a large choice of gustative experiences – also Michelin star rewarded (both for restaurants and caterers for events, with a new generation of Chefs).

In short, discovering the Brussels' spirit soaks in self-mocking (comic books) and surrealistic humour (Magritte museum), the savour of delicious chocolate and passionate gastronomy and beer brewing, of course!

One thing's for sure: a feeling of freedom unites "downtown Brussels"



Host City...

Brussels is a host city unlike any other.. it's the capital of Europe

Your voice...

If you want to be heard... say it in Brussels: come and try our relaxing "art de vivre"

Reputation...

When it comes to the hotel industry and venues, Brussels has made its reputation already.

Chain hotels, luxury, independent hotels, boutique hotels, congress centers, convention centers, exceptional places such as Grand Place, the Monnaie Opera,... and traditional venues (Tour and Taxis, Concert Noble, Albert Hall) there is something for everyone's taste.

Compact city

Everything is close by in Brussels. Most of the points of interest are within walking distance, or through a short journey.



Creativity...

Brussels is known for its creative DMCs when it comes to incentives and team buildings: full of humour and imagination.. a local speciality!



What's new...

Newcomers like Spirito by Martini, Square, Brussels Expo and the Atomium Museum will most likely please event organisers!



Art, folklore, ...

Comic books, surrealism, Art Nouveau and folklore mingle happily and colour the City.



Living the good life...

Brussels citizens know how to live the good life and are welcoming, warm and funny people.. reflecting the image of the city!

Variety

Attend a world –famous opera at the beautiful Theatre la Monnaie, savour a Michelin starred dinner on board of a riding tram, discover art in a new light at Bozar,...



BRUSSELS HOTEL

LE PLAZA

WHEN A RISING
CURTAIN REVEALS
THE MOST BEAUTIFUL
MICE SCENERY



ARCHITECTURE

Le Plaza is the creation of architect Michel Polak, who found his inspiration with the Georges V Hotel in Paris. The concrete building aspires solidity, whereas the façade reflects elegance thanks to its French stones.

The main idea behind the decoration reflected brilliance and greatness: high ceilings, large corridors, spacious, bright rooms, several bathrooms lit by daylight, a majestic staircase covering 8 floors, decorated with stained glass and lined with iron railings..

ITS FAMOUS GUESTS

Right after its opening, many prestigious and famous guests found their way to Le Plaza, which rapidly became one of Brussels' icons in the luxury hotel industry. Movie stars and celebrities of the music industry, such as Brigitte Bardot, Bourvil, Fernandel, Yves Montand, Charles Trénet performed at Variétés, neighbour movie Theatres and music halls, while staying at Le Plaza.

HISTORY

THE SECOND WORLD WAR THE OCCUPATION, THE FREEDOM

During the 1940 occupation, the Hotel was seized by the Germans military, like many other hotels in Brussels. The commanding officer for Belgium and the North of France made it his headquarters. Determined to destroy the Hotel, Le Plaza was, just like the Palace of Justice, booby trapped by the Germans just before the arrival of Allied Forces. Fortunately, only its garden and sumptuous dome of stained glass were destroyed.

Shortly after the liberation, the British took over this palace with Sir Winston Churchill and Joseph Luns, general secretary of NATO between 1971 and 1984, who stayed very regularly.



None of the initial volumes were sacrificed, and the bedrooms of 35m² on average are perfectly aligned along the large and spacious corridors. All of the furniture, fabrics and colours were picked carefully to adhere to the same refined and personalised atmosphere. The tapestry is custom-designed, the cupboards, walls and mouldings are all painted in subtle shades.

On top of this, the rooms offer a décor of soft colours, a perfect marriage of white tones, yellow, red and beige.

Cocktail parties, gala dinners and conferences can be organised in the Hotel and especially its Theatre, as well as classic concerts. Former movie theatre, this impressive piece of art was classified «listed building» by Royal decree and will turn your event into an unforgettable moment.

Benefiting from these exceptional spaces and a trained and dynamic team, Le Plaza is one of the big players in the MICE business thanks to its large capacities and communicating spaces that allow us to set them up in any way you like.

TODAY

Le Plaza disposes of 188 bedrooms and suites divided over 7 floors. Since its renovation, it has the privilege of working with a highly experienced, qualified and welcoming team. This results in a personalised service, a common goal and a sole mobilisation to satisfy our clients' expectations.

Being the central meeting point for stars, business men and other personalities, the Hotel is proud about its famous guests such as Barbara Hendrickx, Cécilia Bartoli, José Van Damme, Luciano Pavarotti, Axelle Red, Phil Collins, Henri Salvador, The Corrs, Johnny Depp, Vanessa Paradis, André Dussolier, Jean-Claude Brialy, Roy Disney, the White House and many others who

have paced the wide corridors of this celebrated Hotel.

The suites are decorated in warm and bright colours; the classic rooms offer a unique atmosphere, mingling noble materials and different styles.



Baroness
**Anne van
Gysel de Meise**





Belgian Royal Warrant Holder

BELGIAN ROYAL WARRANT HOLDER

On 15th November 2004, Le Plaza was appointed "Belgian Royal Warrant Holder".

Le Plaza is the only hotel in Belgium which is the holder of this honour, bestowed by his Majesty the King to acknowledge the appreciation of The Royal Family.

As much as an honour, it also means a lot of responsibility: showing we are capable of offering the same level of service, whatever the circumstances. It is our commitment to maintain this level of excellence, day after day, year after year, and to prove we are worthy of this privilege.

Traditionally during the Christmas Concert of the Queen Paola Foundation, June van Gysel de Meise-Raynar happily accompanies her grandfather to welcome H.M. Queen Paola with a lovely bouquet of flowers.

ON 15TH NOVEMBER
2004, HOTEL LE PLAZA
WAS REWARDED "BELGIAN
ROYAL WARRANT HOLDER"
EVER SINCE, IT'S BEEN
THE SOLE HOTEL IN
BELGIUM

WHEN THE
SANDMAN
COMES TO
SAY GOOD NIGHT

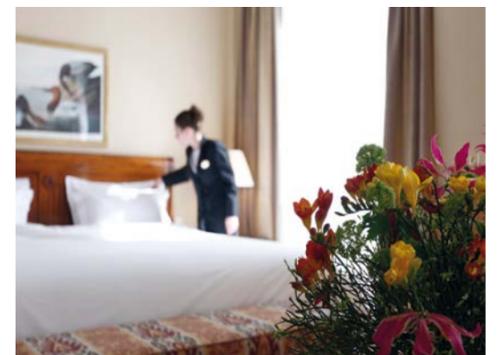


188

ROOMS AND SUITES



THE EXTRA
MILE +
FOR YOUR VIPS



> 85 CLASSICS

> 65 DELUXES

> 23 PRESTIGES

> 9 JUNIOR SUITES

> 4 EXECUTIVE SUITES

> 1 PLAZA SUITE

> 1 PRESIDENTIAL SUITE

THE PRESIDENTIAL SUITE



HIS STORY

SEBASTIEN FRANÇOIS

A Head of State attending a charity dinner in our Theatre, stayed in our Presidential Suite. Being a guest of honour, we naturally offered him a welcome present: a lovely chocolate pyramid. When he took the box, the metal soil broke and fell on the glass coffee table, which broke into a million pieces.

Very annoyed with this situation, he wanted to reimburse us for the damage. Rather than accepting the money, the owner suggested him to donate this amount to a good cause, which he happily accepted. Yet another way for Le Plaza to contribute to charity.



FEELING LIKE HAVING
A LITTLE MORE?

THE IMPOSSIBLE
BECOMES POSSIBLE



- > 350 m²
- > 3 BEDROOMS
- > 3 BATHROOMS
- > AN OFFICE
- > A LIVING ROOM
- > A DINING ROOM
- > A KITCHEN
- > BUTLER SERVICE



BURGUNDIAN
BELGIUM



Alexandre Van Kalck



Recipe of crusty squab with foie-gras and truffles

For 2 people

INGREDIENTS

- 1 pigeon of 450 g
- 1 slice of foie-gras of about 50 g
- 1 little thigh of guinea fowl
- 20g of truffles
- 200g of spinach
- 1 pear
- 50g of morel
- 1 carrot, 1 onion, 1 garlic clove
- Poultry juice
- 1dl cream
- 2 egg yolks
- Pinch of sugar
- 50 cl of red wine
- 150g of butter
- 1 puff pastry

PREPARATION

First, take the squab supreme without the skin • Fry it shortly • Fry the foie gras in the same way • Boil the spinach • Put the thigh in the blender without the bones • Flavor with pepper and salt and add a part of the truffle and the cream to the blender.

Then, take the supreme and stuff it with truffle slices • Add the foie gras and cover again with truffle slices • Put the other supreme on top • Fill up with the mixture and cover entirely with spinach.

Cut the puff pastry in 2 circles: one of 10 cm diameter and the other of 18 cm • Lay the mixture in the middle of the 10 cm pastry and cover with the large one • Remove the unnecessary dough and cover with the egg yolk • The squab preparation is ready! • Cut the pear into six pieces and fry it with butter and sugar in order to caramelize it • Fry the morel with butter.

FOR THE SAUCE

Fry the thighs, carcass, skin and bones of the guinea fowl • Add the flour, carrot, onion and thinly sliced garlic • Fry for a while and add the red wine, let it reduce • Once reduced, add the veal stock and pass through the chinois strainer and mount with butter.

COOKING

Preheat oven at 230°.
10 minutes at 230° in pulse air.
Let it rest for 3 minutes before serving.

WHEN
LE PLAZA
INVOKES
LIVING HERITAGE...

HIGH END AND
CUSTOMISED
CARPETS

The carpet of our bar and restaurant Esterel being woven



MADAME CATRY



Your know-how is the result of a family business running since 4 generations. What values have been in place since the beginning?

The values I inherited are without any doubt the perfectly mastering of this craft work and passing on this information, carefully listening to our clients' needs and responding to them effectively, respecting our craftsmen work by rewarding them in a correct way, respecting our partners and establishing long-term relationships with them and bearing in mind every day the work previous generations have had to create nowadays image.

Where is this craft work today in a modern world?

In a place of choice, in my opinion. It hasn't been easy to survive since decades with a tool that didn't change, but today's communication tools make it possible for us to keep up with the modern world and have our craft work travel, for others to discover it. I think there's a real demand of people seeking certain values.

Are projects like the one in Le Plaza important to you?

When the interior designer of Le Plaza first came to see me, I was wondering whether they would be open to use the Wilton weaving. In the past we had experienced that the budget doesn't

always fit with the cost of this handcrafted process, but that was before I met the Managing Director to whom it is very important to only offer the best to their clients. After picking the pattern and colour among thousands, we sent our best installers and everything went perfect. Le Plaza is an excellent publicity for Catry and I am very proud of it!

In which other places can we find Catry's work?

In the Chamber of the National Assembly, Castles of Fontainebleau and Compiègne, restaurant Le Laurent in Paris, the Chiltern Fire House hotel in London, the Wallace Collection in London, the Automobile Club of Monaco, the Berri Hotel in Paris and of course in Le Plaza Brussels !

You are the only ones using Wilton weaving – What is specific about it?

Its exclusivity lies in the three tissues that are woven at the same time (jute, cotton and wool), this process gives the product an exceptional grip and a delicacy that hasn't been equalled up to today.

Why is this process offering a better quality?

Because it's slow and rigorous.

You were rewarded with the The Excellence of French Know-How certificate. What does this mean to you?

It perfectly reflects what Catry stands for. In France, this certificate is well-known and is a pledge of quality, of know-how and personalisation.

It is less known abroad, but we wear this label with pride and try to be the best ambassadors possible.



Breakfast at
CHARLESTON'S



Mary

Since 1919
BRUSSELS

ARTISAN CHOCOLATES



OLIVIER BORGERHOFF



famous ones, for many years now for whom they order our beautiful Prestige boxes, filled with a customised selection of pralines. Last year, we had an extraordinary collaboration for the launch of their “Charleston” room.

Le Plaza pampers its VIP guests with Mary chocolates. Why is a box of chocolates the best gift?

The “Prestige box” is an exceptional box with an exclusive selection of pralines, presented in a classy hat box. Very few brands can offer the same, luxurious level combined with artisan products. At the same time, it’s the ideal opportunity to introduce them to a “Brussels and local” product, that they won’t find back home.

What does the certification “Belgian Royal Warrant Holder” mean to you?

It’s an honour, especially because we’ve had it for 75 years. But mostly, it’s our daily duty to maintain and guarantee the same quality towards our clients and company. Our staff is very proud of this prestigious label.

We are aware that every Mary praline has its own identity. What is your favourite?

Euh... free pass? No, honestly, it’s like asking me which one of my kids is my favourite! Seriously now, amongst the 100 pralines, I think our Mademoiselle caramel, praliné Mary, ganaches Florentine and Lady 4 are the most popular.

How is Mary different from other chocolatiers?

Firstly, everything is made in the traditional way, besides we are proudly certified “Belgian Royal Warrant Holder”. Even if we’re not the only one, this makes us different from other chocolatiers.

Our specialists use recipes that exist for over 100 years: the same, classic pralines are produced with only the best ingredients that the founder, Mrs. Delluc, offered to her clients. A chocolate manufacture founded by a woman 100 years ago, that’s extraordinary, don’t you think?

Nowadays our clients are still as curious as before and eager to discover specialty pralines, of which most of them are named after members of the Royal Family!

Lastly, being hip and following the latest trends, is something we don’t care about: we stick to traditions while working on improving ourselves daily.

How important is chocolate within Belgian traditions?

Chocolate, together with beer, is what people first think of when it comes to our little country Belgium, it’s in our DNA. “Belgian chocolate” is an expression you often hear abroad and it stands for tradition and impeccable quality, exactly what we strive to offer at Mary. Mrs. Delluc, a true pioneer on this matter in the early 20th century, contributed a lot to today’s popularity of Belgian chocolate. I believe it is safe to say our tradition stands strongly, as it soon will be 100 years!

We’ve been working together for many years now. Can you tell us something about the custom-sized products you offer?

We are very happy to work with another Belgian Royal Warrant holder, this means we have the same values and serve impeccable products and services to our customers. Le Plaza is welcoming many clients, sometimes

BRAFA

BÉATRICE BOURDON

A ROMANCE
FOR MORE
THAN 15 YEARS..

BRAFA is one of the most prestigious fairs in Brussels. Can you tell us little more about it?

BRAFA is one of the oldest and most prestigious art fairs worldwide founded in 1956. It offers both modern art and antiques.

The Fair welcomes 135 galleries and professionals from 16 different countries exhibiting their most beautiful pieces. The Galleries are selected very carefully and before the opening night of BRAFA, their objects are inspected by over 100 experts from all over the globe. During the last edition, 66,000 antique lovers walked through 5000 years of history in an elegant and warm setting. This number is proof of the loyalty and popularity of BRAFA among its visitors!



How important is choosing the right partners for BRAFA and especially Le Plaza?

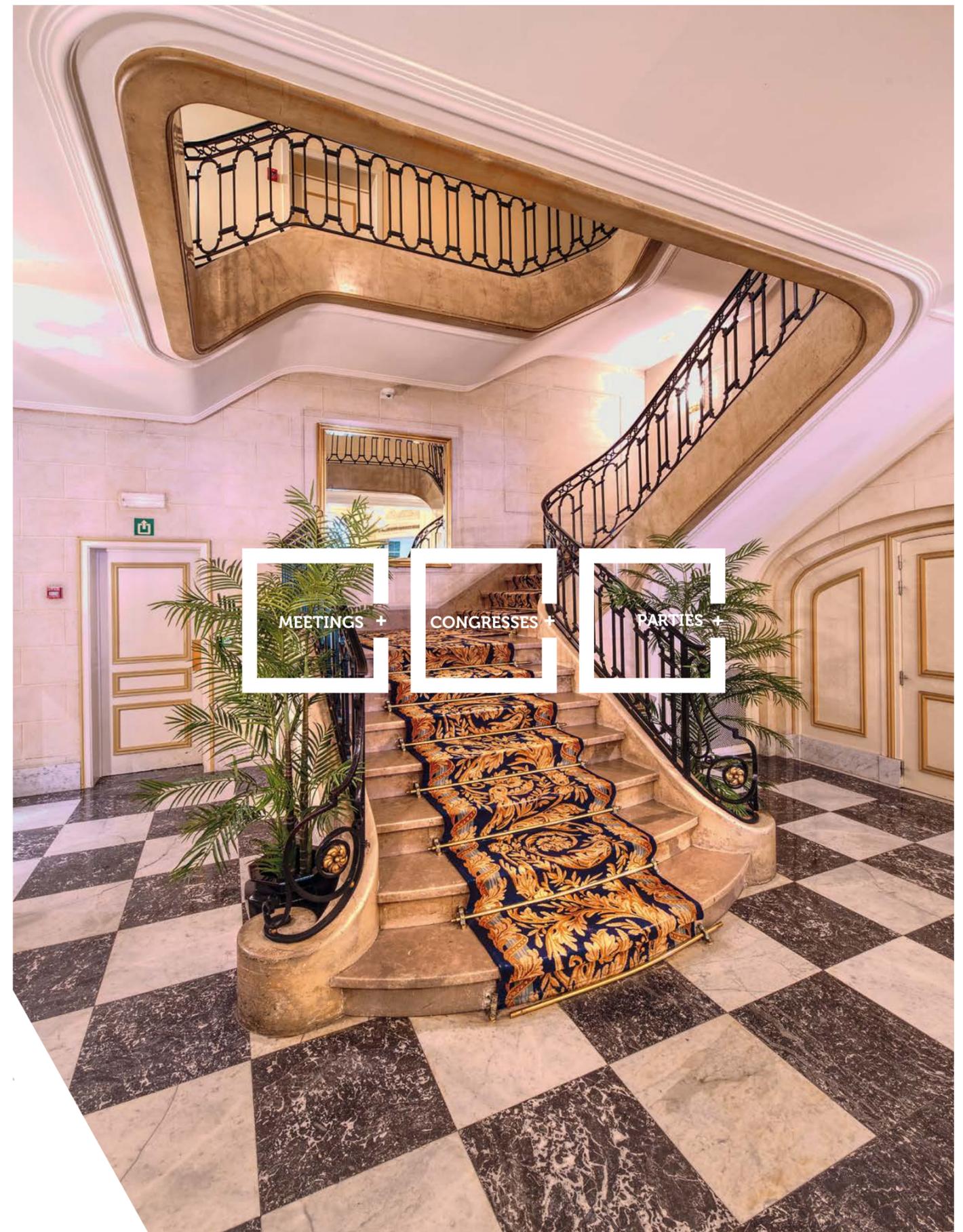
BRAFA's partners have to be one of the best in their specialty and that's definitely the case for Le Plaza. It's a luxury hotel that has always kept the same, cosy atmosphere in the heart of Brussels and it is located at a stone's throw from Tour and Taxis. I even think it's safe to say that during BRAFA, it becomes like home. Most of the exhibitors stay at Le Plaza during the fair and it feels like one, big BRAFA family.

You've been loyal to Le Plaza for over 10 years. What is according to you the reason for this successful collaboration?

Every year, Le Plaza evaluates itself, tries to innovate and surprise its guests during every stay. The staff is very thoughtful and listens carefully to put everything into place to make you feel at home. That's exactly what the BRAFA exhibitors try to do with their clients as well. Together, Le Plaza and BRAFA reunite their forces and try to make an unforgettable moment out of every visit.

Is there any special fact you'd like to share with us?

There are many surprising things. After every fair, Laurent De Kerf, General Manager of Le Plaza, and I organise a debriefing and a lunch. You should know that he collects the yearly files BRAFA creates, but what is funny, is that he's still using the 2009 edition! Besides, he has an absolutely remarkable memory and remembers the room number of every exhibitor. There must be a lot to tell about our exhibitors and their love for the parties at Le Plaza as well, but he certainly knows way more about it than me!



THE INGREDIENTS OF
YOUR STAY AT LE PLAZA

OUR BELGIUMNESS



Royal Service

Only Hotel rewarded
as Belgian Royal
Warrant Holder

Elegance

A refined and classic
style of the Belle
Epoque architecture

Authenticity

Independent Hotel
owned by a Belgian
family

Welcome

Belgian conviviality
at your service

Belgian tradition!

Almost a century
of experience

WHERE...

MEETING(S)
FEEL(S)
GOOD!



6 MEETING ROOMS ACCOMMODATING 2 TO 40 PEOPLE



HER STORY

JULIE DE BLICK

One day a President had meetings with the European Institutions. What his protocol asked us, was quite particular. On top of all the official happenings within the Hotel, they wanted a portrait of their President to be installed at the entrance of the meeting room. It was clear that this portrait needed to be stored in a safe place, so we suggested to use our luggage depot, locked and where only staff members had access to. This proposal was denied by the Head of Protocol! So they added a room to their booking to keep the President's portrait safe throughout the entire stay. We never had such a silent guest...



ASTRID



WE FINE-TUNE OUR
MEETING ROOMS ACCORDING
TO YOUR NEEDS!



FABIOLA

PAOLA

LOUISE MARIE

> 29 m²
> 8 to 15 people

> 45 m²
> 22 to 40 people

> 23 m²
> 8 to 15 people

**4 MEETING
ROOMS
ACCOMMODATING
40 TO 700 PEOPLE**

OUR SPACES

Adjustable according to your needs, our meeting spaces were restored with respect for original architecture of the 1930's: high ceilings, restored mouldings, hand crafted tapestry, furniture of the best quality,.. Our highly experienced staff is happy to help you from A to Z.



ADOLPHE MAX



VERSAILLES



CHARLESTON



THEATRE

- > 225 m²
- > 60 to 250 people

- > 116 m²
- > 40 to 120 people

- > 264 m²
- > 60 to 200 people

- > 462 m²
- > 130 to 700 people

FRENCH MICE EXPERTS BY OUR SIDES!

What do French clients appreciate most about Le Plaza?

The fact that they are a reference for traditional hoteliers, offering the best service and products that will respond to the expectations of French MICE clients, as well as their attentive and highly trained team that is entirely dedicated to please their guests, a passionate Chef – and all of this at a few steps from the famous Grand Place.

Its multifunctional Theatre with separate entrance is obviously also a huge plus! It is an “exceptional venue that anyone would want to see” as are stating most of the agencies!

Can you give us some examples of events you organised at Le Plaza?

An event agency organised a complete buy-out of Le Plaza for Dior, hosting a seminar and incentive for 290 people.

The perfume maker already had the idea of privatizing a hotel in Brussels, similarly to what they had done in Barrière at Cannes and Deauville. All of the event spaces and even the catering were customized, there were activities (yoga on the roof top, a city run, etc.).

For Porsche, another agency put in place a product launch and walking dinner for their best clients and press in the Theatre. This last one was entirely decorated in a very modern and cosmopolitan way and “luxurious street food” was served.



For the French corporate travel and MICE business, Le Plaza is partnering up with Partance, founded by Odile Gimel, whom we asked a few things:

Dame of Brussels” as we like to call it with its traditional hospitality specialised in corporate travel and MICE.

For what reason did you decide to work together?

Ever since our first professional contact, we found out that we live by the same values: a personalised welcome, elegance and discretion. We were meant to work together and have developed complicity over the years!

How does your partnership work?

We are representing Le Plaza and « open their doors » to potential MICE clients.

On top of a commercial annual agenda, that we establish together every year, we care very much about Le Plaza’s projects, reflecting the reputation of the Hotel and its magnificent Theatre.

In our magazine “by Partance” we emphasize novelties and share experiences, to give Le Plaza all the credit it deserves!

Who is Partance ?

Partance is going a long way back, but has always been entirely dedicated to the needs and expectations of French MICE organisers. Our dedication to exclusively work in this field, has allowed us to build up a certain reputation within our 20 years of expertise and today we are proudly recognized as a natural link between the MICE players and hotels.

Since when have you been working with Le Plaza and what does it represent within your collection?

Le Plaza is participating to our MICE events since 1996 and remains to us, “The Grande

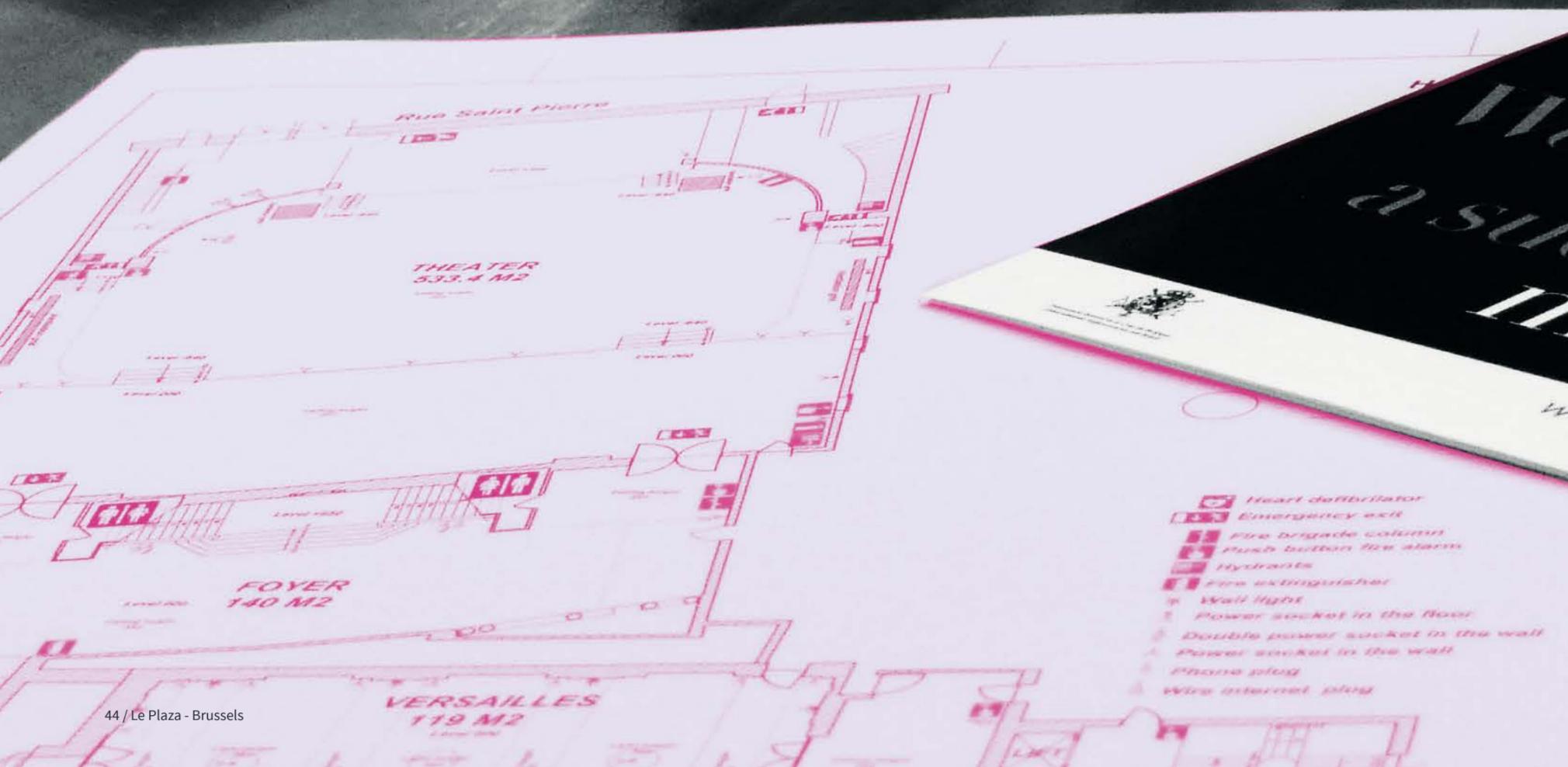


ODILE GIMEL



YOUR
CONGRESSES

IN AN
UNEXPECTED
VENUE





HER STORY

JULIE CORDIEZ

We will give you the keys to the hotel and build together on the success of your project.

We often welcome the European Institutions and for one of their conferences, many very highly placed personalities attended, so the organisers asked us to reinforce the security. We partnered up with an external company and they decided to install security portals at every entrance of the Hotel. No one got in or out without passing by them: clients, staff members, .. Even the owner of the Hotel couldn't enter his home!

 SURFACE
462 m²

 SCHOOL
350 people

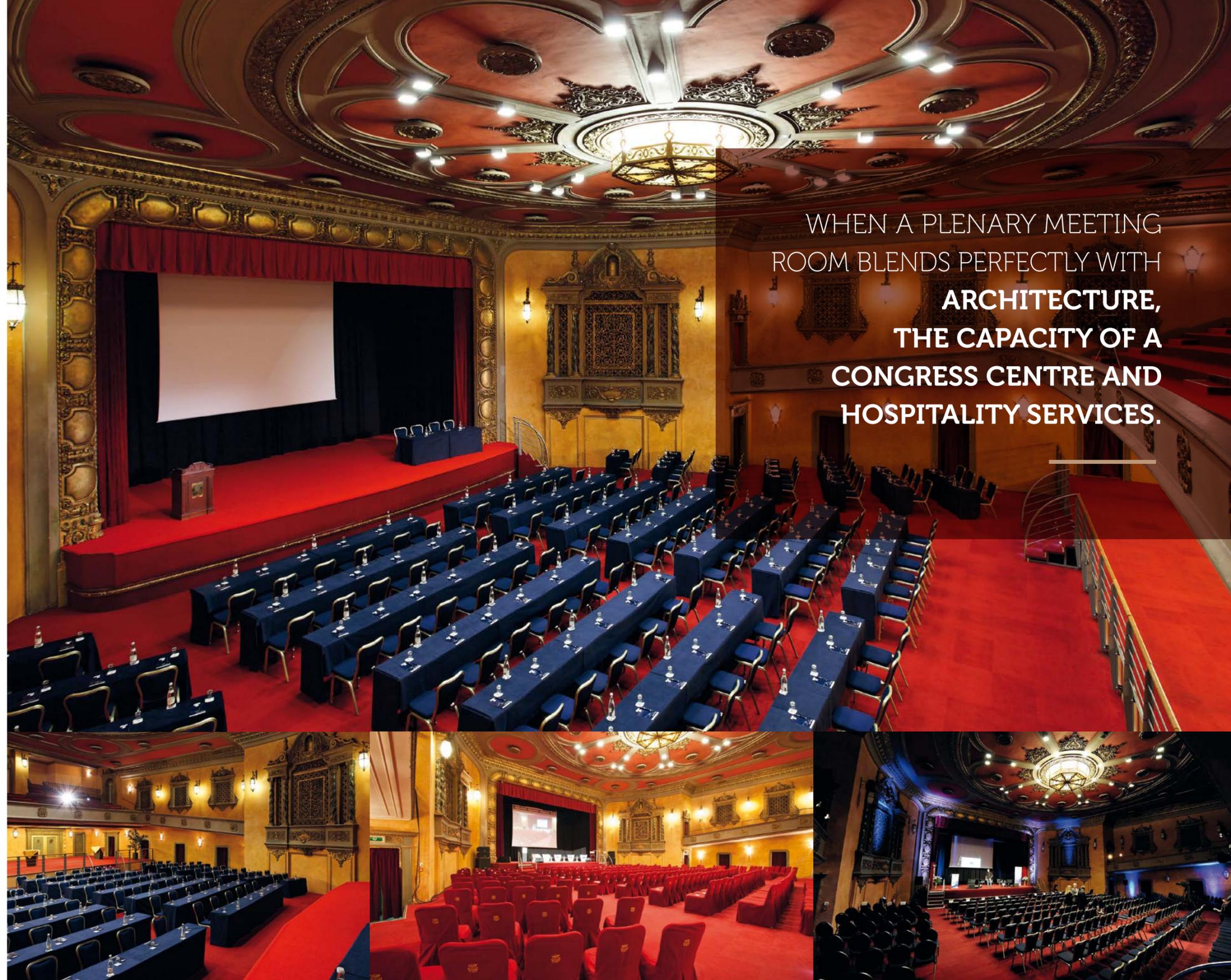
 CEILINGS
9,5 m

 THEATRE
700 people

 COCKTAIL
700 people

 GALA DINNER
450 people

 U SHAPE
130 people



WHEN A PLENARY MEETING ROOM BLENDS PERFECTLY WITH ARCHITECTURE, THE CAPACITY OF A CONGRESS CENTRE AND HOSPITALITY SERVICES.

800 M² OF EXHIBITION SPACES

MATHILDE



GALLERY



THEATRE



YOU ARE ABOUT TO ORGANISE A CONGRESS OR A CONFERENCE?

Le Plaza is an unexpected congress centre that you can't miss out on in the events sector in Brussels.

The plenary room "The Theatre" of 462m² assures enough space for 130 up to 700 participants and has a communicating exhibition and catering area of another 800m².

This exhibition area consists of the Gallery, Adolphe Max, Esterel and Versailles. The meeting spaces are located one next to the other, with the possibility to privatise the ground floor and assuring a natural and efficient flow of your participants.

Whatever topic your conference is about, you can rely on our know-how. From the concept to putting it into place while dealing with bedroom reservations at the same time, our conference experts will help you with the following steps:

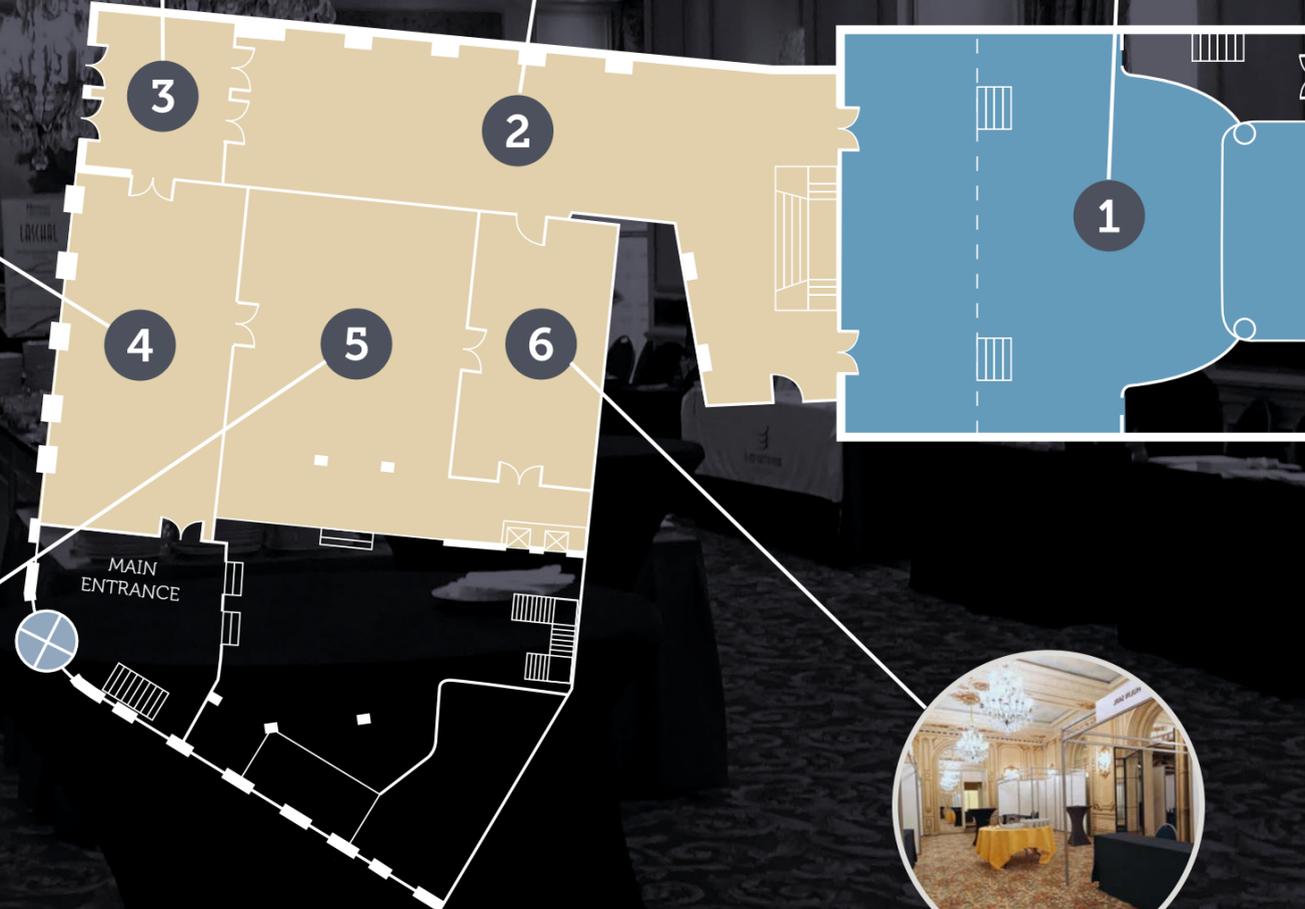
- > Project management
- > Room reservations for staff and participants
- > Room allotments
- > Management of exhibition
- > Catering
- > Safety guards and cloakroom attendants
- > Audio-visual equipment and Wifi
- > Branding and decoration
- > Logistics and deliveries

Our highly trained and experienced operational team will answer all your questions and requests with a smile during your event.

In short, when you choose to organise your conference at Le Plaza, you choose for an all-in formula in a comfortable and elegant setting with the capacities of a congress centre.



ADOLPHE MAX



L'ESTEREL



VERSAILLES

WE HAVE THEIR CONFIDENCE!



JEAN-PIERRE DE LEVA



Introduce yourself: what company are you working for and what are you doing for them?

Since many years now, I have been Director of Events for the bank Belfius

What kind of events and how many per year do you organise? Do you work with external partners?

We organise about 400 events per year, going from team buildings to seminars, themed nights or incentives for our top sales people. All these events are organised internally, we don't work with agencies.

Luckily I am surrounded by very professional colleagues who really put a lot of efforts in all of our events. To them, organising events is more than a job, it's their passion.

When do you consider an event to be successful?

Before you can possibly call an event a success or not, it is important to understand what our internal client wanted to achieve with his event, what is the goal of it? Is it a commercial event, an internal event? Once we have defined all of this, we can start thinking of how we can turn the event into a success: through a concept, a theme or the communication on the event. The other factors follow naturally: choice of venue, decoration, menus etc. To me the success of an event depends on the above, did we understand the needs of our client

and did we accomplish putting them in place properly.

What do you expect from partner hotels or partner venues?

Most important to us is an impeccable service from the beginning to the end, starting with a good, first sales contact, a warm welcome, an excellent service from the maître d'hotel and his team to the invoicing.

Another primary point is the organisation: everything needs to be ready when our operational team arrives and the team on the spot must be efficient with last-minute changes: that's what our industry is all about: we imagine and design the entire event, but there'll always be some details to adapt.

And last but not least, there has to be a continuity in the services. When we organise multiple events at the same venue, we need to be sure that the same level of quality is offered. Our clientele is very demanding and the minor error will be noticed, so automatically we put the same pressure on the venues we work with.

What's the last event you organised at Le Plaza?

We regularly work with the Le Plaza for smaller events: business lunches, team buildings, overnights, etc.. but we also organise larger events in their Theatre. Recently they hosted our Press Awards that is a flagship event to

us. Ever since the 1960's, Belfius has organised and sponsored this event that gathers the jewels of the Belgian press and we are very happy with the success of our last edition at Le Plaza.

Being an awards event, it is really important to put forward the nominees and the winners of the prize, while maintaining a relaxed and festive atmosphere during the walking dinner afterwards. We entirely decorated the Gallery to reflect this atmosphere we wanted to have, whereas Le Plaza created an entire custom made menu for us.

Would you recommend Le Plaza to other companies for the organisation of their event?

Yes, without any hesitation! For all of the above reasons: a personalised and warm welcome, an impeccable organisation, the quality of the food and mostly the continuity in their quality, all of this in the splendid setting of the Theatre, on top of it.

The General Manager, Laurent De Kerf, contributes to the success of our events as well: always carefully listening to our feedback, coming up with new ideas, adapting the decoration to our taste, working on the menus with the chef,...



10th
Euro Neuro
Brussels 2018



VÉRONIQUE DE VLAEMINCK



Can you tell us more about yourself; where do you work and what are your responsibilities?

I work for a non-profit organisation promoting intensive care that has its headquarters at the Erasmus Hospital in Brussels.

The organisation has a board of directors consisting of a president, a treasurer and a secretary. They are elected and work for the Erasmus Hospital.

The goal of the organisation is to promote research and I am in charge of a team of 8.

Isn't Le Plaza an unusual venue for a medical congress with its classic meeting rooms?

Yes and no, Square (Congress center in Brussels) is ideal for congresses of 1500 people, but Le Plaza is perfect for smaller congresses from 100 to 700 people.

What is the difference between Le Plaza and a more conventional congress center?

The price-quality ratio for the organiser and room allocations for both the organisation and the participants.

Its convenience as well: its plenary room, smaller meeting rooms and an exhibition area all on one floor. Their offer for 100-700 people is really interesting.

How is Le Plaza a plus to your sponsors?

A congress isn't only about its sponsors; there are the participants and the faculty as well. Sponsors are divided into two groups: those who have a booth to display their products and those who financially support our scientific program. It is most important to have a good scientific program in place and this program can't be linked to the commercial aspect.

We were asking because one of your sponsors is offering lunch to the participants. So at Le Plaza we split the seminar package – is this useful to you?

The scientific program doesn't foresee anything between 12:30 and 13:30. To avoid any conflicts of interest, we give our sponsors the opportunity of promoting their products.

To attract as many participants as possible, a sponsor is offering them lunch boxes. Even if this system is clearly recognised as sponsorship by the participants, it brings added value to the participants.

Rooms in allotments, something easy?

One of the reasons why we chose Le Plaza was that they can both offer the congress and bedrooms. Nevertheless, we prefer leaving the room reservations up to a local PCO, as they are the professionals.

How is Le Plaza's team helping you in organising your congress? You've been working since many years now with Charly Vandevenne (Director of Operations) and Julie Cordiez (Director of the Meetings Department)

Over the years we have established a close collaboration and the team understood our needs right from the start. They are always positive about our requirements and when they say no, it's because it isn't feasible, not because they don't want any last-minute changes, and suggest a solution.

Have you organised other types of event at Le Plaza?

Yes, we've been organising for years our annual charity dinner at Le Plaza's Theatre, which is really ideal for the occasion.

Are you never tired of Le Plaza?

Even after all those years Chef Olivier Bontemps is still putting efforts into the menu and surprised our invites at the last edition as well.

You can rely on us!
We will give you the
keys to the Hotel and
build together on the
success of your project.

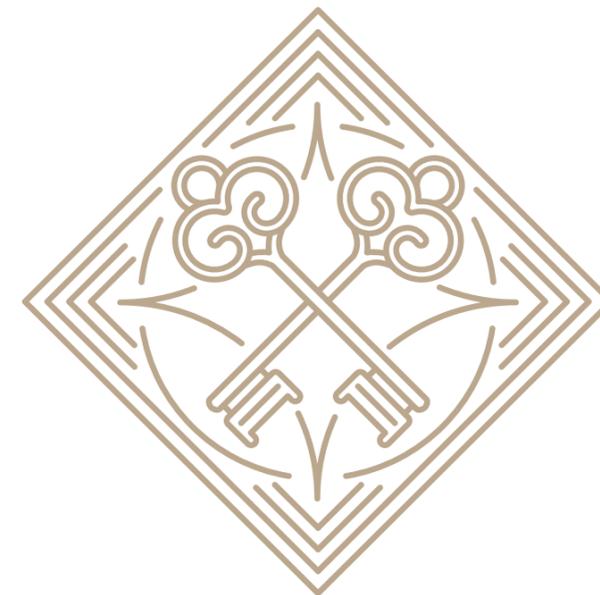
BUY-OUT



UNIQUE

TRUST

TAILORED



THE ENTIRE
TEAM AT YOUR
DISPOSAL



THE SCENERY
OF YOUR
DINNER PARTY



THE THEATRE



ADOLPHE MAX



VERSAILLES



CHARLESTON

 **DINNER**
450 people

 **COCKTAIL**
700 people

 **DINNER**
180 people

 **COCKTAIL**
250 people

 **DINNER**
80 people

 **COCKTAIL**
120 people

 **DINNER**
160 people

 **COCKTAIL**
200 people

UNFORGETTABLE MOMENTS

Whether you want to organise a gala dinner, walking dinner, product launch, end of the year party, staff party,.. Le Plaza is here to help you organise an unforgettable moment!

In an elegant and refined atmosphere in one of our 5 event spaces, we put the dots on the “i” for all your events from 4 to 450 people, proposing you original and tasty menus.

From the cocktail to the dessert, Chef Olivier Bontemps and his team will surprise you with their tasteful cuisine, combining fresh and local products which will please all your guests.

What would a party be without a little festive touch? On top of suggesting to you the perfect choice of menu and wine, our team happily helps you with:

- > Table decoration
- > Decorating the room
- > DJ, band or entertainment
- > Creating themed nights

There are of course a lot more options and we remain at your entire disposal to listen to your needs, so we can fulfil your expectations by personalising your event.

Your party should be a glorious moment filled with lots of fun, inviting to be creative, bringing smiles to your guests' faces and making it an unforgettable moment.





HIS STORY

LAURENT LAMY

For a charity dinner welcoming the Belgian and international elite, the organisation kept us awake for a night or two.

The goal of this type of event is to donate as much as possible for a good cause, while ensuring that the invitees are having a good time. The highlight of the evening was a car auction. Being the star of the evening, the car had to be present on stage. Luckily we could count on our superb bell boys who had to: drive through our meeting rooms, bind the rear view mirrors, and conquer two ramps to finally place it on stage. For sure the hardest manoeuvre of their careers!



FLOWER YOUR EVENTS
YOUR THEMED PARTY



WE HAVE
THEIR
CONFIDENCE!



MICHEL GILLET



Can you tell us something more about yourself?

I am Michel Gillet, CFO at Vinci

What type of events have you organised at Le Plaza and since when?

We've been organising our annual credit meeting at Le Plaza for many years, where we keep each other updated, talk about novelties but also have a cosy and culinary moment with our members.

The first edition took place in 2006 and we haven't missed one, besides in 2015, after the tragedy that took place in Paris.

On this matter, all of our Belgian partners were very comprehensive and flexible when it came to the financial side of cancelling our seminar.

Are you never tired of Le Plaza, after 11 years of loyalty?

No and neither are the participants of the seminar. Contrarily to chain properties, where every room is the same no matter what destination you are in, Le Plaza has its charm and authenticity.

How does Le Plaza's team contribute to making your event different and unique?

Thanks to loyal employees who've been there for years and a warm and convivial welcome. The entire team, from the top to the bottom of the hierarchy, are extremely kind and professional. Carlos for example, maître D at the breakfast, no need to talk when he sees me, he knows my habits!

As soon as I come in, he brings me a double espresso followed by an omelette. That's what makes them different from others; you feel recognised, at home.

Did you organise this event in another destination?

In June, we organise the international edition. Destinations change every year, but in the past we were in Lisbon, Madrid and Amsterdam.

What is the difference between Le Plaza and other hotels?

The venue finding remains the same when we are contracting the international edition: we look for a different venue, one with character.

It doesn't matter whether it is modern or classic, we just want it to reflect the destination and offer a different experience every time.

Up to now, we've always succeeded in finding venues with the same values as Le Plaza and the same added values.

Charleston.. You waited impatiently for it?!

Definitely! The former room was old, with low ceilings, with fade lights, in short: I didn't like it at all. The renovations really make it something entirely different: high ceilings, bright lights, inbuilt buffet.

Even if not everyone might like the decoration, you must admit that it's tasteful and to the level of the Hotel.

We are aware that French clients are quite demanding when it comes to catering. How did Le Plaza's Chef take this challenge?

Challenge?! I never felt like challenging your Chef? We are simply expecting good food, nicely presented in a pleasant atmosphere.



We'll phrase it differently: a few hours before your event, our Chef is often under quite some pressure.

That is most definitely not coming from us. I believe it lies with your Chef, who wants to come up with something new every time for regular clients.

Even if it's stressful to live up to our expectations each time, I am convinced that a client that is coming for the first time gets the same attention and treatment.

Are you coming to Le Plaza or Brussels at other occasions? And for what reason?

Every time I travel to Brussels, I stay at Le Plaza. It was through a private trip even that I discovered you. In 2005, a friend of mine, Parisian antique dealer, invited me to Brussels to discover the antiques fair BRAFA. I immediately liked your Hotel and started thinking of organising our seminar here. In order to do so, I had to convince the board of the charms of Brussels. That was quite easy, since Brussels is more easily reachable from Nice than Nantes, for example. So since 2006, we are regular visitors of Le Plaza.

Any curiosity you want to share with us?

During one of my stays here, I walked in the lobby when I heard Michael, one of the bell boys: "Mr. Gillet! What are you doing here? Why didn't you tell us you were coming, we would have picked you up from the station like usual!" I had no other choice than showing him my car keys, because for once, I drove to Brussels.

There are many more I could tell you about, but I believe this one reflects very well the relationship I have with your Hotel and how I feel at home.



OUR CHEF, OLIVIER BONTEMPS

THE ART OF A SEASONAL AND REFINED CUISINE

Pierre Romeyer (highly placed member of the association), who noticed his remarkable work during a game contest, decided to partner him up with **Claude Dupont**.

On the occasion of the 10th anniversary of the Queen Paola Foundation at Le Plaza, Pierre Romeyer and Olivier Bontemps developed and executed a customised menu together. This fruitful cooperation allowed Chef Bontemps to enter the highly exclusive “**Master Cooks of Belgium**”.

30 years of experience and 18th anniversary at Le Plaza

Olivier Bontemps has the support of a highly experienced, motivated and loyal team. He listens carefully at all times, has an open mind and a lot of know-how: that’s what makes him the perfect Chef to face all challenges and make an unforgettable moment out of your event. At his table, amongst many others, H.M. King Philippe and H.M. Queen Mathilde, H.M. King Felipe and H.M. Queen Letizia of Spain have dined, as well as celebrities such as Luciano Pavarotti, Cécilia Bartoli, Sir Bob Geldhof, Johnny Depp and Vanessa Paradis,...

*“Ever since I was little,
I wanted to become a Chef”*

1996

International Competition
Pierre Taittinger
Where he achieved a 1st place Benelux
and 4th international

2001

Started as Executive
Chef at Hotel Le Plaza

2002

Master Chef



2006

Member of
Euro-Toques Belgium

2014

Grill Master



2019

18 years of
experience
and excellence
at Plaza



Passionate about cooking since his childhood, he decided to make his profession out of his hobby. Graduated at Ceria, he had his first experiences in France to return afterwards to Belgium and started working in grand hotels such as “Hyatt Regency” and “Le Palace”

In order to guarantee and promote healthy food, as well as to protect the **Culinary Heritage of Europe** by using products that were bred and cultivated while respecting the origin of the soil.

What is the interest of this title?

“The interest: the challenge! After a certain time in the kitchen we end up telling ourselves that nothing is impossible. New mixtures of flavours, the creation of customised menus, maintaining the same level of quality whether it is for 5 or 450 people: those are the challenges we face every day they keep the passion for our job alive!” says Olivier Bontemps.



Olivier Bontemps

WE ARE PASSIONATE ABOUT YOUR EVENTS



A team with know-how
at your disposal

- ✓ Highly trained professionals in organising events
- ✓ One single person of contact
- ✓ A flexible operational team with eye for detail
- ✓ Highly secured events
- ✓ A Chef happily accepting any challenge

WE HAD THEIR CONFIDENCE LAST YEAR

32

GALA DINNERS

7

BUY -OUTS

10

CONGRESSES

OUR LATEST PROJECT!



LE PLAZA REVIVES THE ROARING TWENTIES ..

.. and restores its beauty with Charleston, the new event venue in the heart of Brussels!



ARCHITECT OR MODERN ARTIST LIVING TODAY

For the renovation of one of its meeting rooms, Hotel Le Plaza decided to entrust the project "Charleston" to architect Jean Jacques Hervy, a friend of the van Gysel de Meise family since many years.

"Having studied at the Academy of Modern Art in Brussels, Jean Jacques Hervy likes to contrast objects, eras and styles. When looking at his work at the Guerlain boutique in Paris, the Moroccan Embassy in Brussels, and many others in Paris, Brussels and London, cooperating with him seemed evidence", quotes Baronne van Gysel de Meise, in charge of the project.

Le Plaza being an authentic Hotel, the idea was to construct something contemporary, but still fitting in perfectly with the style of the Hotel. The fabrics and furniture reflect patterns from the Belle Epoque period, contrasting with more modern lines as warm ochre colours contrasting with vivid blue.

The owners and the entire Le Plaza team are proudly presenting this new venue, that completes their MICE offer.



Baroness
Anne van Gysel de Meise



Architect
Jean-Jacques Hervy

THE COME-BACK OF THE BELLE EPOQUE AT LE PLAZA

Le Plaza revives the Roaring Twenties and restores its beauty with Charleston, the new niche venue in the former caves of the Hotel where politicians, bourgeoisie and nobility reunited for unofficial discussions or even secret parties to celebrate their victories. Everything could be said without being heard by outsiders. This was the magic and exclusivity of the discrete and coveted venue in Brussels. Nowadays, everyone can owe this space for a while and create their exclusive event in it. Le Plaza is delighted to bring back to life this extraordinary space in its splendour and original form. To make sure everyone can relive the Belle Epoque era, Charleston is welcoming our guests every morning for an energetic and fresh breakfast.

WHY CHARLESTON?

Being the dance of the Roaring Twenties in the United States, the Charleston was very popular because of its dynamic and spectacular style, two characteristics present in this new room. Its name comes from the American city in South Carolina. It was introduced in Belgium in 1925 by the famous dancer Joséphine Baker.



USER MANUAL OF A CUSTOMISED EVENT

Every year, a client of the automotive sector is asking Le Plaza to organise their event to celebrate their most rewarded employees. Being a regular customer, they have used several themes over the years. When he received the announcement of this new venue, Charleston, opening its doors, he wanted Le Plaza to create his event around Charleston, a challenge the team happily accepts!

The sales team, Managing Director, Chef and bartender put their heads together to come up with the perfect proposal for the client. With an Art-Déco design, dedicated to the Roaring Twenties, a Great Gatsby theme would be too obvious and little original. The challenge laid in coming up with something different, less extravagant and keeping Le Plaza's refined and classic style. The ambiance Le Plaza is creating is one of returning to the roots, mingling elements of before and now, emphasising the scenery of the venue and combining soberness and modernism. Nothing more is needed to create a dinner in the Belle Epoque style : a large oval table in the middle, white table cloths, silver chandeliers and cutlery while adding a little, modern touch.

Regarding the catering, Le Plaza's Chef dove into his archive and dug up some ideas. In order to compose a menu like before, he needed to know what the key ingredients were in the 1930's. "We weren't going to reinvent a menu, but rather refine existing dishes. The initial idea was really to go with something traditional of high quality and perfectly restrained" says Chef Olivier Bontemps. This is how Le Plaza came up with an elegant dinner (lobster, Holstein beef and poached pear with a modern touch), served by waiters wearing white gloves.

Seated at the table, the invitees could enjoy a revisited Negroni, served directly from the cart. Quentin, the Hotel's bartender, explains how he worked : "When the sales team asked me to come up with a concept for a drink for this client, I was immediately intrigued by the "back to basics" idea. This kind of challenge is very motivating for a bartender! I started off with a Negroni, a very popular cocktail in the 1930's. The added touch was a spray with madeira, sprinkled right before being served." To complete this festive event, the evening started with jazz tunes and classic chords, gently changing into more rhythmic electro-jazz melodies inviting the invitees to the dance floor until the early dawn.

BEE-HIND THE SCENES



Besides being a luxury Hotel, Le Plaza is always eager to improve and learn and therefore developed a sustainable program in 1996.

Le Plaza is the first ecotourism Hotel within the heart of Brussels. This commitment is applied through following examples: supervision and control on the consumption of water and energy, renewing central heating machinery, air conditioning and insulation, selective waste sorting and partnering up with suppliers who share the same philosophy. Let's not forget about the employees, who are encouraged to use green transports: bikes, electric cars and public transports.

Bees in a city? Brussels is one of the greenest capitals of Europe. Indeed, half of the surface of Brussels Capital Region is covered with green, welcoming an extraordinary biodiversity for a metropole. At a stone's throw from the Botanical Garden and the Royal Park, Le Plaza has the ideal location for our thousands of residents.

Pollution? Pollution has absolutely no impact on the bees and their honey. Studies have shown that honey coming from a city is healthier than honey coming from the country side, where traces of heavy metal and pesticides can be found.

Since 2000, Le Plaza's dedication is recognised by Brussels and the Hotel received the "Eco dynamic Company" certificate, officialising their efforts towards the environment.

Encouraged by this recognition, Le Plaza's team was motivated to invest even more and obtained the "International Green Key" certificate as well.

Another beautiful adventure began, new guests residing in a part of the Hotel... Since 2014, three bee hives are installed on the Hotel's rooftop. In their new home, thousands of bees work very hard to produce dozens of kilos of city honey per year that guests can savour over breakfast, or that the Chef can use in his dishes.

Last but not least, the temperature in the city is always higher than in the country side, which implies a longer floral season, leading to a longer foraging period and more honey.

In short, Brussels and Le Plaza are a paradise for bees...



DID YOU KNOW?

On average, bees cover 40,000.00 km and 500,000.00 flowers to produce 1 kg of honey. Between March and July, every hive welcomes 80,000.00 bees, nourishing the queen bee laying up to 2000.00 eggs per day. Le Plaza's harvests are very fruitful, collecting up to 40 kg of honey per hive per year!

Many guests have had the pleasure of tasting! Are you ready to try it out?

MONICA BANU
ECO-DYNAMIC
MANAGER



THE PASSION OF TRAVELLING



HIS STORY

JEAN VAN GYSEL DE MEISE

Last summer, Woody Harrelson, American actor, stayed at V... Charmed by its history, architecture, gastronomy and beautiful nature surrounding this magic place, he extended his stay with 3 nights.

When I ran into him in the stair case, I presented myself as owner of the Hotel, and to my big surprise, he took me into his arms saying "Dude, I love your place".

HOTEL V...

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Phone: +34 956 45 17 57
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www.hotelv-vejer.com



After having contributed to the success of the re-opening of Le Plaza, Baron Jean van Gysel de Meise decided to open his own hotel, Hotel V., a boutique Hotel in Andalucía.

This former country house from the 18th century carefully restored and situated in the magnificent village Vejer de la Frontera, V., offers 12 exquisite and comfortable rooms. The breath-taking 360° views from the terrace are ideal to relax with a glass of chilled cava. The Jacuzzi overlooks the sunset over the Atlantic Ocean.

Its limited number of rooms and "hacienda" feeling are the perfect setting for the organisation of your board meetings, incentives or team buildings.

Travellers seeking adventure will definitely find something to their taste: beaches close by, wind surf, golf, horse riding, polo, wine tasting and many more activities...

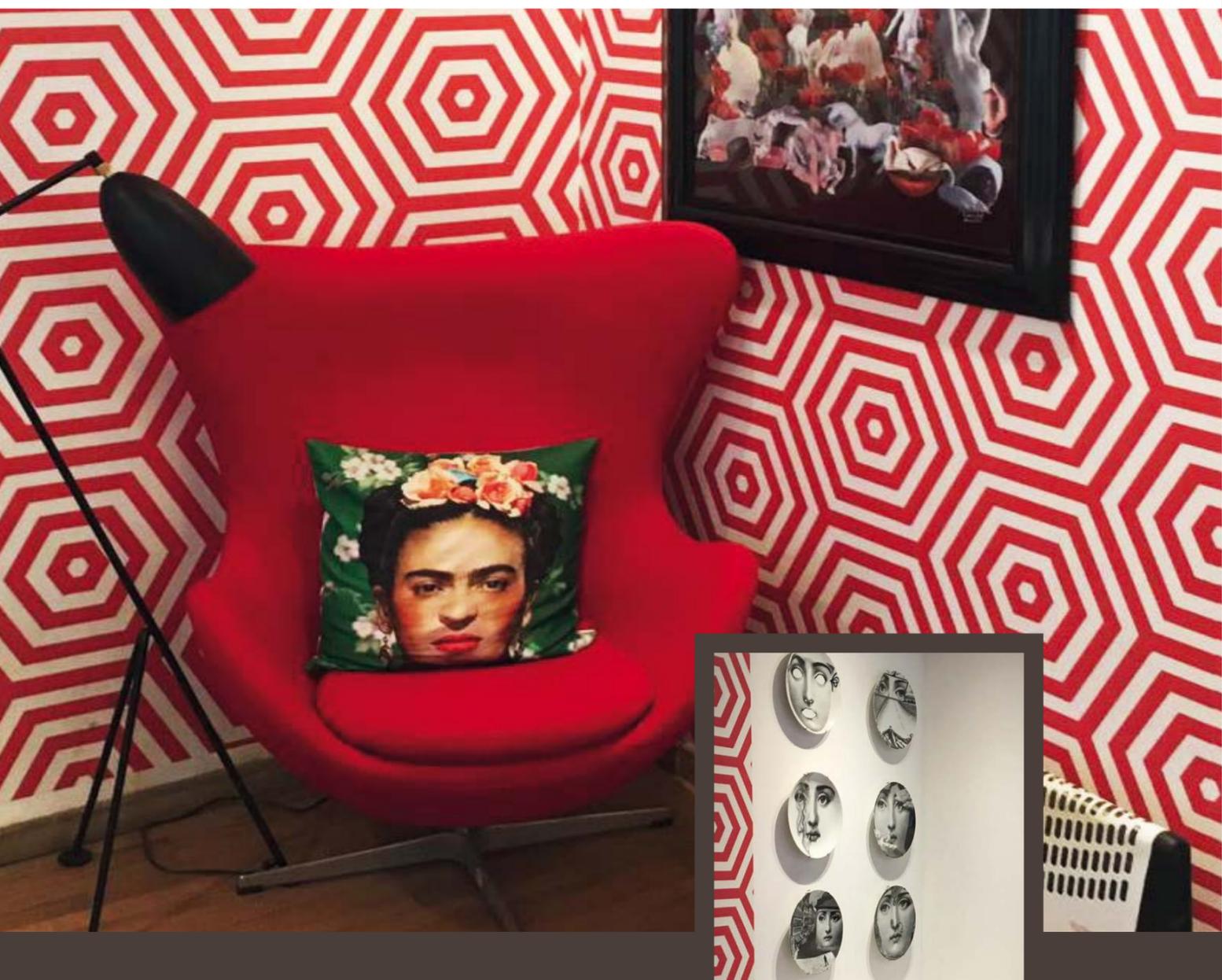


BE&BE

BED & BREAKFAST

Did you know?

A Be&Be welcomed a film crew during two days for the shooting of the last edition of “Les Misérables”, produced by a Belgian company!



The jewels of the Sablon...

In 2012 the first jewel appeared in the Sablon when Baroness van Gysel de Meise, graduated at Glion Institute of higher Education in Switzerland, opened her first Be&Be.

Little by little, thanks to her experience in marketing, gained at Le Plaza amongst others, Aurore developed her own concept of a bed and breakfast by the credo “a home away from home”.

Today a personalised, luxury hotel service is offered: every guest’s expectation is daily met through little attentions so he feels at home. Everything is put in place to assure their well-being and a perfect stay.

In total, the Be&Be’s dispose of 30 rooms divided over 5 buildings, all in the heart of the antiques area, Sablon, in the centre of Brussels.

These unique houses are the ideal “homes” for business women and – men, for long or regular stays or families wanting to discover Brussels over the weekend.



AURORE
VAN GYSEL DE MEISE

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*This is
our story,*

LET US WRITE
THE NEXT PAGES
TOGETHER



Le Plaza

BRUSSELS

HOTEL • MEETINGS • EVENTS

