

Since 2009, Fira de Barcelona has utilized the Ethernet services provided by Colt to guarantee Internet access to their exhibitors and organizers

Client

Fira de Barcelona

Business

Trade fair institution, organising numerous trade shows and congresses

Sector

Fairs, exhibitions, congresses, social and cultural events.

Products and Services

Ethernet Service

Challenge

To guarantee access to Fira de Barcelona's communication network, which hosts more than 120 events per year with high Internet usage levels, and facilitate connectivity between their offices.

Fira de Barcelona also connects their Gran Via and Montjuïc venues through Colt

Fira de Barcelona is one of the most important trade fair institutions in Europe, hosting more than 120 trade fairs and congresses from top economic sectors, as well as high-profile corporate, social and cultural events. It has two venues: Montjuïc and Gran Vía (3.5 kilometres apart) with nearly 400,000 m² of exhibition floor space over 13 pavilions, plus two congress centres.

It's prestige is closely linked to the Barcelona brand: a city with over a century of trade fair tradition. Fira de Barcelona operates as a consortium comprised of the Barcelona City Council, the Generalitat de Catalunya (Government of Catalonia) and the Barcelona Chamber of Commerce, combining public ownership with independent business management. Their organisational experience is complimented by a clear commitment to internationalism, innovation, knowledge, technological development, competitiveness, and networking.

With a revenue of more than €167 million in 2016, Fira de Barcelona's annual contribution to the economy of the City of Barcelona and its

surrounding area is estimated at over €2,600 million with the creation of more than 40,000 direct and indirect jobs, as well as generating social and public value.

Fira de Barcelona engage in constant informative and promotional activities through their network of offices in 15 countries and a team of collaborators all over the world. They co-organise events in Cuba, Mexico, Argentina, Brazil, Portugal, Morocco, and Qatar.

"This scenario presents two key challenges when managing the activity of the organisation. The first being the capacity to provide an uninterrupted Internet connection catering for the demands of the exhibitors and all the activities of the events that we host. The second is the capacity to guarantee connectivity between the Montjuïc and Gran Vía venues, and to the international head offices and offices of our organizers and/or exhibitors", says Marc Carné Navarro, Telecommunications Manager for Fira de Barcelona.

"Connectivity, therefore, underpins the logistics of the Trade Fair business and its socio-technological

support must be entrusted to a supplier who is capable of taking charge" he stresses.

The professional relationship of Colt as supplier to Fira de Barcelona began in 2009. Colt's flexibility and speed to provide a high-quality service within the required time frame was of vital importance. Fira then selected Colt to provide the Internet services needed for its event portfolio based on the trust between these two organisations.

Amongst the trade fairs and congresses that Fira de Barcelona organises and hosts, some are from the global arena, such as Mobile World Congress, Alimentaria (Food, Drinks and Gastronomy Fair), Smart City Expo World Congress, Ibtm World and European Cardiology Congress. These large scale events require an intensive, uninterrupted Internet connection as exhibitors sometimes need to setup remote demos with the United States or Asia.

“Colt is responsible for one of the mission-critical functions of our business as well as guaranteeing a high-quality service that provides an uninterrupted Internet connection to our Exhibitors when holding events. At the same time they guarantee the connectivity between our offices so that we can manage our internal operations”.

**Marc Carné Navarro,
Telecommunications Manager
for Fira de Barcelona.**

Demanding Environment

Due to the nature of its activity, Fira de Barcelona needs a solid, flexible, and secure communications infrastructure with reliable bandwidth guaranteeing extensive coverage in Europe, Asia-Pacific, and North America.

The Ethernet services provisioned through the Colt fibre network have end-to-end security so that data packets are not lost and provide low-latency connectivity that transfers data between head offices in a simple and secure way with guaranteed, reliable bandwidth.

The Service Level Guarantee from Colt includes pro-active management, performance monitoring, and other self-service tools which have also played a decisive role in Fira de Barcelona choosing Colt.

Fira de Barcelona has a 10Gb Ethernet Line connecting the Gran Via and Montjuic venues providing fully-transparent end-to-end connectivity between both offices. “The option of being able to easily increase the bandwidth and extend it is extremely important to our business and with Colt’s support we have the guarantee that this is possible when required”, explains Marc Carné.

Likewise, Fira de Barcelona has access to Colt’s 10GB corporate Internet to the Montjuic venue, with 10Gb back-up space available at the Gran Via installations through an Ethernet line that is provided by another operator.

When an event requires additional Internet access or connectivity services, Fira asks Colt for temporary circuits. “To cater for these situations, there are some new 200Mb to 1Gb Ethernet lines between Gran Via and Telvent (now ItConic) that provide additional internet services on standby for those organisers who require a

dedicated connection to their Head Office without having to use Fira’s corporate Internet”, adds Marc Carné.

The Telecommunications Manager of Fira de Barcelona is extremely positive about their relationship with Colt. “They are responsible for one of the mission-critical functions of our business, as well as guaranteeing a high-quality service that provides an uninterrupted Internet connection to our exhibitors when holding events. At the same time they guarantee the connectivity between our offices so that we can manage our internal operations”.

In addition, Colt provides an emergency IPguardian service for preventing Distributed Denial of Service (DDoS) attacks, as well as IP Access to certified Internet access points located at emblematic sites in Barcelona to facilitate access to congresses.

“Colt’s corporate Internet services are economical, easy to manage, and have been quickly implemented with no incidents. Furthermore, we appreciate their flexibility for adapting and growing with us, responding to new challenges and opportunities that have arisen in this business sector, and it is for this reason that we value our relationship with them”, concludes the Telecommunications Manager of Fira.



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