



FYCMA GETS A NEW AWARD FOR ITS HEALTH AND SAFETY PROTOCOL, INCLUDING DIGITAL SOLUTIONS TO RETURN TO FACE-TO-FACE EVENTS

FYCMA (Trade Fairs and Congress Centre of Malaga) has won the best 'Health Security Protocol' in the third edition of the Digital Tourist Awards arranged by AMETIC, the leading Spanish technological employers' association

This acknowledgement highlights the implementation by FYCMA of pioneering prevention measures in the trade fair and congress sector, especially those related to boosting digitalisation and applying contactless technologies for more efficient and secure management of its activity

Málaga, 9 June 2021.- The leading employers' association representing the digital technology industry in Spain, AMETIC, has awarded the prize for the best 'Health Security Protocol' to FYCMA for the application of preventive measures against Covid, as well as for the effort in digitisation and installation of contactless technologies in the organisation of their meetings. Moreover, the organisation acknowledges FYCMA's commitment to reactivate its face-to-face activity safely through a rigorous protocol of measures in which the digitisation of tools and processes has been vital. In this regard, the Malaga venue has accelerated the digital transformation process that started in 2018 to respond to the new challenges arising from the social and health context from March 2020.

Some examples of these new measures include boosting of digital credentials, access to the venue and payments through mobile applications, dumping the antigen test result in the virtual tickets itself, the incorporation of a pilot test together with the Premo Group company of a digital PPE for the control of interpersonal distance, the automatic control of capacity through sensors, or the application of contactless technology on commonly used devices.

Furthermore, FYCMA has been a pioneer in incorporating mass antigen testing in its events within the municipal program 'Málaga Segura' for early detection of Covid-19 promoted by the Tourism and Promotion Area of Malaga City Council.

Safe Tourism Certified

FYCMA adds this award to a wide range of certifications that acknowledge the safety and sustainability measures taken for its events and the application of digital solutions to its action protocols. Thus, the Institute for Spanish Tourism Quality (ICTE) granted the 'Safe Tourism Certified' badge to the Palace, certifying the correct implementation of the Health Risk Prevention System in compliance with COVID-19 and compliance with the UNE 0066 Technical Specification. Furthermore, the venue has promoted a rigorous event activity protocol so that organisers, exhibitors, suppliers, participants, and attendees can carry out their activities with full guarantees. Accordingly, FYCMA has adequately established the measures and recommendations dictated in these terms for the tourism sector.

PRENSA FYCMA

Av. José Ortega y Gasset, 201 · 29006 · Málaga
T: +34 952 045 500 · F: +34 952 045 519
info@fycma.com · www.fycma.com

