

WELCOME

Welcome to maximice events group. Before you begin to explore our company more in detail, here are some numbers and hard facts that will interest you.

Registered company name

Legal form

Managing Partners

Founded in

Services

Salaried employees

Local offices in Spain

Yearly Turnover

Projects per year

Size of the projects so far

Taxation

Data protection certification

maximice events group SL

Owner-managed ltd

Juan Miguel Caldentey & Markus Müller

2008

Live, hybrid & digital Event Management

35

10

10.000.000-12.000.000€

120 +

15 - 16.000 attendees

SUCOE / reverse charge experts

TISAX - Level 3



WEARE



With 10 local offices maximice events group is the largest owner-managed DMC in Spain, creating live, hybrid and digital events for its clients around the world. Founded in 2008 and led since then by Markus Müller and Juan M. Caldentey the company reflects the perfect combination of German engineering and Spanish passion. From the beginning we have been growing sustainably in terms of human resources, local branch offices, environmental awareness and financial security for our clients.

Today we are one of the most solid and trustful DMCs in Spain. As your local partner our mission is to make event management in Spain easy for you! With our core team of 35 experts, we provide a 360-degree service, always on-brief, on-time and on-budget. From our head office in Mallorca, we coordinate our ten local offices and two specialized business units – MICE & Automotive.













































































Markus, born in Germany spontaneously ended up on Mallorca in 2002 and since then he calls the island his home. With his strategic and analytical skills and his passion for innovation and perfection, he always keeps the company on a successful course.

He takes care of business development, process optimisation and implementation of new technologies.

He is the thinker and driving force behind maximice events group, adding progress and balance to the brand.





Juan Miguel, born in Mallorca, belongs to a family with a strong touristic background. This background together with years of experience in the hotel management made it possible to build an extraordinary network in all levels and all over the country.

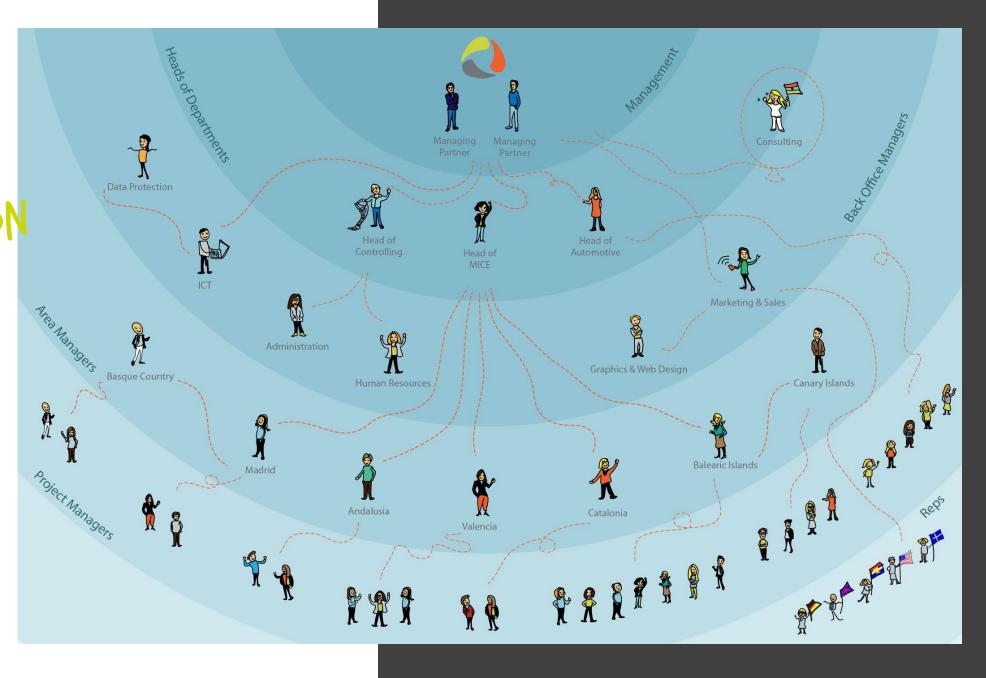
He brings negotiation skills, emotional intelligence and helicopter vision to the table, and cares about advancing the careers of our team members.

He is the heart and soul of maximice events group bringing the authentic touch of Spanish passion and character to the brand.





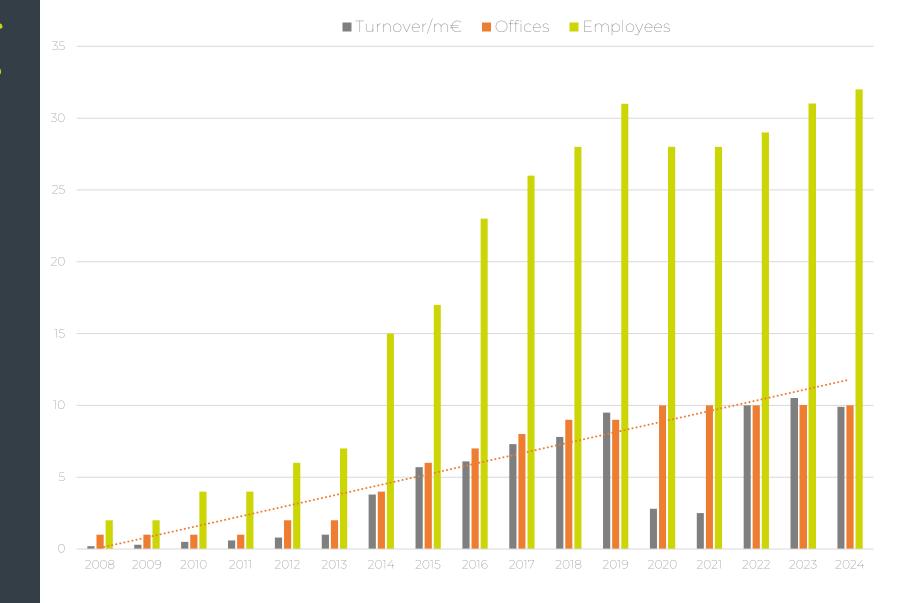
GREAT (OMMUNI(ATION IS THE BASIS OF QUALITY SV((ESS!



SUSTAINABLE GROWING

From our point of view, the longterm growth of a company is based on the growth of its employees.

Therefore, since its foundation in 2008, the maximice events group has grown sustainably in terms of company structure and has always been a financially strong company. To date, we have never had to resort to loans and have always prioritised the long-term financial security of the company.







SERVICE PORTFOLIO

We can do DIGITAL, HYBRID, but LIVE is our favorite!

The focus of our work is the consulting, planning and execution of corporate events throughout Spain. As a licensed full-service event agency, it is our job and our goal to guarantee the success of your event in our country.

And we do this superbly, but above all with conviction and with pleasure!



We listen carefully, analyse the context, provide sound advice and convince with coherent overall concepts.



On-brief, on-time, on-budget, that's how we plan! Transparent, versatile and target-oriented, we design event ideas for you.



We act inconspicuously from behind the scenes and coordinate all involved parties with a clear overview and to the point.



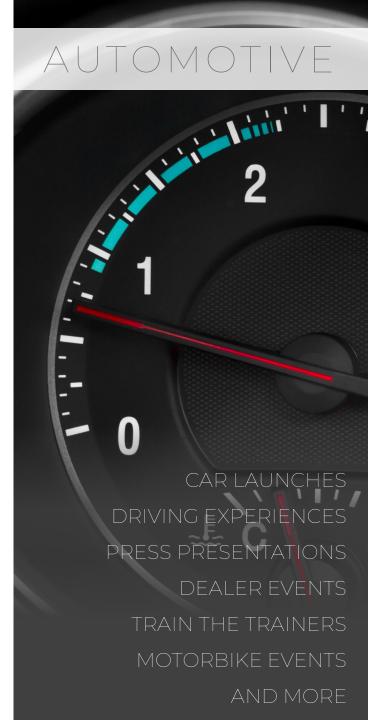
MICE

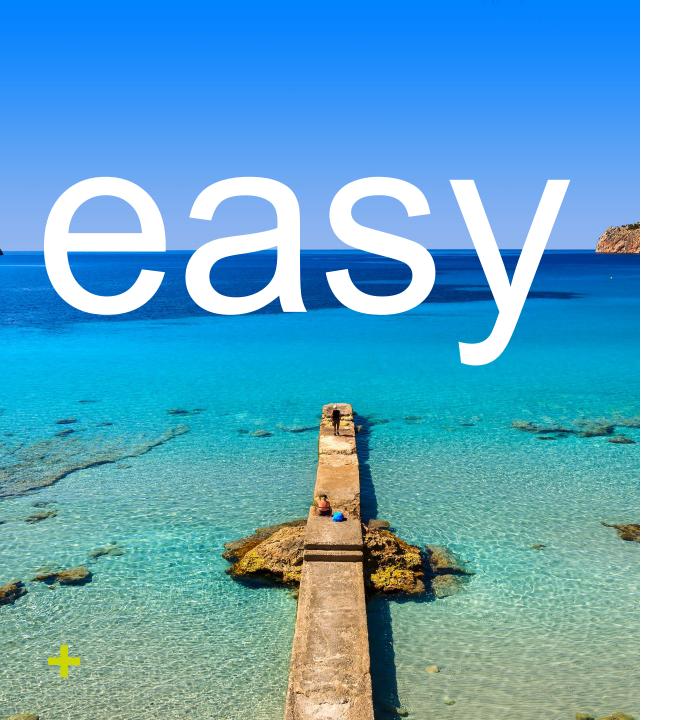




Different types of events require different approaches and individual planning steps. That's why we have structured our project managers into two specialised departments that know and master these subtle differences and apply them for the success of your event.







WEMAKEIT EASY FOR YOU

This is not only our slogan, but also our working philosophy. Our goal is to reduce your concerns about organizing events in a foreign country to zero, because you have a local partner you can fully trust.

We perfectly know your pressures and responsibilities, so we see it as our duty to relieve you of stress when it is predictable and share it with you at unexpected moments.

We always think one step ahead and anticipate complicated situations so that everything runs smoothly, and you can focus on your event.





When it comes to information security, our customers and partners have high expectations. Meeting these requirements is one of our most important concerns - which is why we recently had maximice audited for the highest protection level of TISAX certification (Assessment level 3 – information with very high protection level).

With the **TISAX certification**, we have now provided proof of the very high level of data protection and information security with which we process and store our customers' data and our internal information assets. We are constantly monitoring the ongoing development of these protection goals through our management evaluation and thus enjoy the trust of our long-standing customer relationships and partnerships.

TISAX was derived from **ISO 27001** and adapted to the specifics of the automotive industry. Therefore, we have now taken the logical step further and will also complete this general Information Security Management Systems certification - ISO 27001.



VALUES b IDENTITY b FUTURE

All our actions are based on what we regard as the fundamental principles of fairness, loyalty, respect and transparency.







CORPORATE SOCIAL RESPONSIBILITY

Everyone claims to do it, but few actually do it

And those who do it, do it badly



We are conscious of the kind of impact we are having on all aspects of life. Therefore, we make strong efforts to decrease our footprints on the planet and increase our commitment with the society.



We aim to reduce pollution of all kinds and to use our natural resources in a sustainable way. We encourage our clients to participate in this.



Fair labour and trade practices are of utmost importance to us. Our long-standing relationships with suppliers and customers underline this.



ECONOMY

Compliance and improved business operations are fundamental factors. Therefore, we promote business ethics and local suppliers.













































































































































ĽORÉAL

























Linklaters





































































































































GREAT (USTOMERS - FANTASTIC PROJECTS - THANKS FOR YOUR TRUST









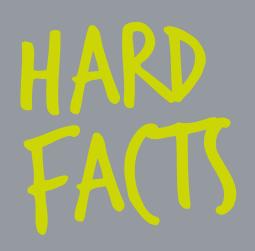














35

EMPLOYEES

We are very proud of our team of international event professionals.



10

OFFICES

Our local offices are the key to providing out of the box solutions



10-12.000.000

TURNOVER (€)

These figures guarantee you a strong and solvent partner.





>120

PROJECTS/YEAR

A number that stands for experience and time dedication per project



11.000.000

SAVINGS (€)

Thanks to our high negotiation potential and special purchasing contracts.



5 - 16000

ATTENDEES

We are your all-in-one partner in Spain, from small to huge.

