

IMEX Frankfurt: Berlin presents new sustainability services and invites to the "Bestival" in the German capital

- **visitBerlin's Berlin Convention Office, along with 16 partners, will present the news and trends from the capital from 31 May to 2 June**
- **Sustainability check at the Berlin booth: Experts from Sustainable Meetings Berlin provide practical tips for saving resources and energy at events**
- **Bestival 2022: The big MICE and travel business festival will be held in Berlin on 25 and 26 August**

Berlin, 24 May 2022 The visitBerlin Berlin Convention Office (BCO) and its partners will be at IMEX in Frankfurt from 31 May to 2 June to present the new services the German capital has to offer for meetings, incentives, congresses, and exhibitions. Visitors at the Berlin booth (F100-10) will be able to do a sustainability check for their event with experts from the initiative Sustainable Meetings Berlin, and sign up for the Bestival 2022, the international festival of the MICE industry being held on 25 and 26 August in Berlin.

Marco Oelschlegel, Director Conventions of visitBerlin Berlin Convention Office: "After two years away due to the coronavirus pandemic, one of the world's leading events for the meetings industry will be taking place once more with the IMEX Frankfurt. My team at the Berlin Convention Office and our partners are excited to personally present the many things Berlin has to offer. We are presenting a new tool, the Sustainable Event Guidelines Berlin, to meet the growing demand for more sustainable event planning. We are also inviting international event planners to our Bestival in Berlin in late August."

The Sustainable Guidelines Berlin contain 65 measures for every step of the sustainable event planning process. These include CO2-friendly arrivals for participants, selecting regional foods for catering, and the use of energy-friendly technology. The measures are

prioritised based on effectiveness, and are subject to international sustainability standards. Further information can be found at convention.visitberlin.de/en/sustainable-event-guidelines.

Bestival 2022: Berlin invites the event industry to a best practice festival in August

The Berlin Convention Office and partners from the Berlin event industry are inviting domestic and international event planners to the Bestival 2022, an innovative MICE and travel business festival being held from 25 to 26 August. Participants can expect a two-day, comprehensive schedule of events they can visit as they please. From “Wild Berlin” to “Berlin Glamour & Lifestyle” and “Art & Music Berlin”, a total of five themes will present the city’s many facets. There will be special presentations, live acts, and podium discussions for each topic. The schedule is also supplemented with site inspections and networking opportunities. Further information on Bestival 2022 and registration can be found at convention.visitberlin.de/en/bestival.

Berlin partners at IMEX

All IMEX partners of the visitBerlin Berlin Convention Office

Abba Berlin Hotel

AMERON Hotel ABION Spreebogen Berlin

cpb culturepartner berlin GmbH

Holiday Inn Berlin Airport Conference Centre

Hotel Bristol Berlin

Hotel Palace

H10 Berlin Ku'damm

Mercure Hotel MOA Berlin

Messe Berlin GmbH

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