

Site EMEA Forum comes to Berlin

visitBerlin supports the event as a Lead Partner

Berlin, 14 November 2011 The international network Site Global – Society of Incentive & Travel Executives – has decided in favour of Berlin as a venue for its European conference, the EMEA Forum. It will take place at the ICC Berlin from 18 to 20 June 2012.

The organisers wish to close ranks with the first capital city congress for German convention and event planners. It will be staged at the same time and is to enhance the political perception of the convention industry. 500 participants from meeting industry associations are expected.

Heike Mahmoud, head of the Berlin Convention Office of *visitBerlin*. "We welcome the decision by Site Global, because it allows for an exchange of information between the participants in the two events. Furthermore, Site members will travel from all over the world to the German capital. This will be a unique opportunity for us to present Berlin and its extraordinary programmes and locations."

The new capital city airport BER is of a high interest for the members of Site. With its opening on 3 June 2012 the offering of long haul flights will further increase. In this way Berlin will become even more attractive for international incentive and event planners.

The Berlin Convention Office of *visitBerlin* has already been closely co-operating with Site Global for several years. Site Germany was, amongst other things, a consultant for the elaboration of the new online offering "BerlinCentives". It allows organisers quick and free-of-charge access to extraordinary Berlin events, so-called incentives, on the website www.convention.visitBerlin.de.

Further information on the event is available on the website www.site-germany.de.

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