

CityCube Berlin opens

Modern convention centre strengthens city's global competitiveness

Berlin, 5 May 2014 New trade fair and convention centre for Berlin: with the official opening of the CityCube Berlin today, the German capital has obtained a modern venue for fairs, congresses and meetings.

“The CityCube is state of the art and therefore more than just a replacement for the ICC. It was also completed in record time,” says Burkhard Kieker, CEO of *visitBerlin*. “The CityCube is an important argument for Berlin in a tough, competitive market for international conventions and meetings. Also, we would like to announce that *visitBerlin* and Messe Berlin have commissioned a market study to determine the convention capacity Berlin will need by 2020 and beyond.”

Heike Mahmoud, Conventions Director of the *visitBerlin* Berlin Convention Office added: “The CityCube Berlin is a great asset for the city and a signal to the international conventions market. We are certain that we will be acquiring many new major conferences for Berlin. Our goal for the future is to offer every potential customer the perfect setting for their event in Berlin.”

High-profile meetings and conferences in the CityCube's first year

Already in its first year, CityCube Berlin is being very well utilized: The national meeting of the German Trade Union Confederation (DGB) on 11 May will be the first event in CityCube Berlin. Major medical congresses such as the 34th Annual Meeting of the German Society for Breast Diseases will follow this summer. From 11–13 June, the Meeting Experts Conference (MEXCON) will be held in the new CityCube. MEXCON is the gathering of the leading representatives of the German meetings and convention industry; this year's topic will be the future of the conference market in Germany.

The cornerstone for the CityCube Berlin was laid in July 2012. The cube-shaped building with a textile façade offers space for up to 11,000 participants over three storeys. A glass-covered walkway connects the multi-function hall with Hall 7 of the Berliner Messe, creating enough space for up to 18,000 participants.

For more information about Berlin as a meeting destination, go to convention.visitBerlin.com.

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visitBerlin

“We know Berlin”. This is the slogan that Berlin Tourismus & Kongress GmbH, operating under the trade name *visitBerlin*, has been using since 1993 to advertise Berlin globally as a travel destination. The *visitBerlin* Berlin Convention Office markets the German capital as a convention destination. After London and Paris, Berlin is third-most popular European city for tourism, with 26.9 million overnight stays in the German capital during 2013. Berlin is also one of the most popular destinations for conventions and meetings and is likewise ranked third (ICCA Statistics 2012). As a tour operator, *visitBerlin* offers a wide range of travel packages and also issues the official tourist ticket, the Berlin WelcomeCard. *visitBerlin* operates five Berlin Tourist Info offices. The Berlin Service Center (Tel. +49(0)30-25 00 25) provides information on the complete spectrum of tourist services in Berlin. Information on the capital city is available in 13 languages at visitBerlin.de.

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