

Press Release



Berlin at IMEX 2014

In focus: CityCube Berlin and 25 years since the fall of the Wall

Berlin, 15 May 2014 Major IMEX presence for the German capital: From 20–22 May, Berlin will for the first time be sharing the stage with more than 30 partners at the German Pavilion at IMEX 2014. Together with hotels, venues, convention centres and agencies from across the city, the *visitBerlin* Berlin Convention Office will be showcasing upcoming highlights in Berlin at stand F100-40/41 in Hall 8.

"The new CityCube Berlin and Berlin's modern hotel landscape offer customers the optimal setting for events. IMEX is the right place to showcase what the city has to offer," says Heike Mahmoud, Director of Conventions of the *visitBerlin* Berlin Convention Office. "Berlin is where the past and the future coexist peacefully and where the high-tech industry is at home. This is why the city is ideal for conferences in science and research."

The new CityCube Berlin offers a modern setting for conventions and meetings for up to 11,000 participants. When the Estrel Berlin expands its premises by another convention centre, the capital will further strengthen its position on the international market.

25 years since the fall of the Wall and "Fall4Berlin" UK customer event

The 25th anniversary of the fall of the Berlin Wall is the central theme of Berlin's IMEX stand. The highlight of the festivities will come in autumn when a light installation made up of hundreds of helium-filled balloons will run for twelve kilometres through the centre of the city along the former course of the Wall. The stand will give a preview of this event. Selected UK agency customers will be invited to a special event near London from 17–18 July that will focus on how much Berlin has changed since the fall of the Wall. Entitled "Fall4Berlin", the event will put the customer's Berlin knowledge to the test with interactive challenges. For more information go to: ukevent.visitBerlin.com.

Looking ahead: Summer Conventions in Berlin

In June, Berlin will be hosting three high-profile events on issues related to the future: From 11–13 June, the main representatives of the German meetings industry will gather in the capital for MEXCON – Meeting Experts Conference. A total of thirty-four representatives of international organisations and convention offices will be gathering in Berlin from 26–28 June for the ICCA Sector Destination Marketing International Client / Supplier Business Workshop. From 29 June–2 July, the International Association of Convention Centres will discuss current industry trends at the Annual Conference and 56th General Assembly of AIPC.

Berlin among top 5 international conference destinations

Peak position for Berlin: The current statistics of the International Congress & Convention Association (ICCA) place the German capital in fifth place among its international competitors. The total number of association meetings held in Berlin jumped to 178 in 2013 (2012: 172).

For more information about Berlin as a meeting destination, go to convention.visitBerlin.com (3,056 characters)

visitBerlin / Berlin Tourismus & Kongress GmbH

Press and Public Relations
Am Karlsbad 11
D-10785 Berlin
Fax: +49 (0)30 26 47 48 – 983

convention.visitBerlin.de
facebook.com/visitBerlin

Press Officers:

Katharina Dreger
Tel.: +49 (0)30 26 47 48 – 956
katharina.dreger@visitBerlin.de

Christian Tänzler
Tel.: +49 (0)30 26 47 48 – 912
christian.taenzler@visitBerlin.de