

## Think Tank Berlin: The German capital at IMEX Frankfurt

The *visitBerlin* Berlin Convention Office and 28 partners present the MICE offerings of the city

**Berlin, 13 May 2015** At IMEX Frankfurt from 19 to 21 May, the *visitBerlin* Berlin Convention Office and its 29 partners not only present the multifaceted options the city has to offer for meetings, conventions, and incentives at stand F100-40, but also the high concentration of excellent research institutions in the German capital.

Heike Mahmoud, Director Conventions of the Berlin Convention Office of *visitBerlin*: “Berlin is Germany’s biggest location for science as it is home to numerous internationally renowned universities and research facilities. At IMEX, we show our customers how their event can benefit from this expertise.”

### Innovation made in Berlin

Together with the Technical University of Berlin, the BCO will be presenting a unique project: iBOSS, a sustainable approach to building satellites on a modular basis. This will allow them to be rehabilitated while still in orbit, instead of letting them drift loose as debris into outer space.

This project is just one example of the innovative power of the German capital: With four universities, seven universities of applied sciences, 22 technology parks and business incubators as well as 70 non-university research institutions, Berlin offers an innovative environment which makes Berlin an internationally sought-after destination for high-class science events. According to the latest congress statistics 2014, 15 per cent of all congresses, based on the number of participants, belonged to the field “Medicine, Science, and Research.”

### Strong presence and new locations: 29 Berlin partners at IMEX Frankfurt

The Berlin Convention Office of *visitBerlin* as well as the city’s hotels, locations, congress facilities, and event agencies will present the Berlin highlights of the next months. The Westhafen Event & Convention Centre (WECC) will be one of them – a brick hall situated at a harbour. From May 2015, the former warehouse provides multifunctional rooms for conferences and meetings. Highlight: The WECC also has a private pier to conveniently transport guests by waterway.

The CityCube Berlin is celebrating its first anniversary this May. Since its opening, the congress centre has become a real marketing success and has been very well received by customers. Estrel Berlin, which is Germany’s largest hotel with 1,125 rooms and suites, is currently expanding its existing convention capacity. From September 2015, “Convention Hall II” will offer 10,000 m<sup>2</sup> of meeting space for conferences and congresses for up to 5,200 participants. The new facility is scheduled to open in September 2015. Together with its existing meeting space Convention Hall I, the Estrel Berlin will offer more than 25,000 m<sup>2</sup> for conventions for up to 11,200 participants.

More information about Berlin as a meeting destination: [convention.visitBerlin.com](http://convention.visitBerlin.com).

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# Press Release



## At a glance: All IMEX partners of the *visitBerlin* Berlin Convention Office

Alpha Travel Consultants GmbH
AMANO Group
Ameron Hotel Abion Spreebogen
andel's Hotel Berlin
BOLLE Meierei Event Location
CAMONSITE Conference and More GmbH
Conference & Touring
Crowne Plaza Berlin – Potsdamer Platz
ELLINGTON HOTEL BERLIN
ESTREL Hotel & Convention Center
EVENT HOTELS Berlin
Filmpark Babelsberg GmbH
Flughafen Tempelhof Berlin
Heretonow GmbH
Hotel Palace Berlin
InterContinental Hotel Berlin
K.I.T. Group GmbH
Kongresshotel Potsdam am Templiner See
Messe Berlin GmbH, CityCube Berlin
Palazzo Italia - Römischer Hof
Quality Travel GmbH
Resort Mark Brandenburg
Roof GmbH & Co. KG
Scandic Hotels Deutschland GmbH
Sofitel Berlin Kurfürstendamm
Technische Universität Berlin
Tempodrom Betriebsgesellschaft mbH & Co. KG
<i>visitBerlin</i> Convention Partner e.V.
Zeitreisen GmbH

### ***visitBerlin***

"We know Berlin." Berlin Tourismus & Kongress GmbH, under the brand *visitBerlin*, has been using that knowledge since 1993 to promote Berlin all over the world as a great travel destination. *visitBerlin*'s Berlin Convention Office markets the many convention and meeting options offered by the German capital. After London and Paris, Berlin is the third-most popular European city for tourism, with 28.7 million overnight stays in the German capital during 2014. Berlin is also one of the most popular destinations for conventions and meetings and has been among the top five for ten years now. As a tour operator, *visitBerlin* offers a wide range of travel packages and also issues the official tourist ticket, the Berlin WelcomeCard. *visitBerlin* operates six Berlin Tourist Infos. The Berlin Service Center (Tel. +49(0)30-25 00 25) provides information on the complete spectrum of tourist services in Berlin. At [visitBerlin.com](http://visitBerlin.com), you can access information about Germany's capital in 14 languages.

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