

Berlin presents itself at International Confex

The Berlin Convention Office steps up its activities on the British market

Berlin, 22 February 2010 British meeting and convention organisers are on their way to London to get to know Berlin as an event destination. The German capital will present itself there from 23 to 25 February at the UK's leading exhibition for events, International Confex. At the Germany stand (P141) staff members of the Berlin Convention Office will provide information about the convention destination Berlin.

Furthermore, a representative of the Hume Whitehead Limited agency will be on hand. Since the beginning of the year it has supported BCO's sales and marketing activities vis a vis the meeting industry in Great Britain. This means that the strengths of the German capital as a convention destination will be even more in evidence on the British market. Its special assets that are worth mentioning are outstanding value for money, excellent flight connections to the United Kingdom, a contemporary hotel landscape and diverse unusual locations.

At International Confex the spotlight will also be on "Green Berlin". The German capital not only boasts 2,500 parks and exotic gardens; its green image is carried over into climate-friendly events. Numerous Berlin hotels and locations showcase themselves on the website www.berlin-green-meetings.com. With this website the German capital assumes a pioneering role on the world stage. Users have access to a detailed overview of the various service providers, their ecological footprint and their offerings.

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Further information about the convention destination Berlin is available on the website

www.berlin-convention-office.de.

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