

## 24 times Berlin in Frankfurt am Main

Germany's convention capital presents itself at the IMEX

**Berlin, April 21, 2010** 24 exhibitors represent Berlin at one of the biggest worldwide exhibitions for meetings and incentives, IMEX. It is staged in Frankfurt am Main from 25 to 27 May. The objective is to jointly showcase the German capital as a leading meeting destination. The emphasis is on Berlin as an environmentally friendly metropolis and the Berlin Year of Science 2010.

The Berlin Year of Science is currently attracting global interest in Europe's biggest and most up-to-date science location, Berlin. During the year of celebrations there will be more than 150 events in the city including the exhibition "Universal Knowledge. 300 Years Science in Berlin" in the Martin Gropius Building.

The German capital not only generates knowledge but also enters new territory in the ecological domain. On the website [www.berlin-green-meetings.com](http://www.berlin-green-meetings.com) numerous Berlin providers like hotels and locations present their eco-friendly services. The new website was developed by the Berlin Convention Office (BCO) of Berlin Tourismus Marketing GmbH in cooperation with its partners.

BCO promotes the convention destination Berlin at the IMEX in the Germany Hall 8 / Stand number F100/37. Trade visitors are also given more detailed insight into the development of the meeting destination during the lecture "The Marketing and Convention Market in Berlin and Germany". It will focus, amongst other things, on the latest convention statistics for Berlin for 2009.

Further information on the German capital as a meeting and convention destination can be accessed on the website [www.berlin-convention-office.com](http://www.berlin-convention-office.com).

(1,693 characters)