

Berlin, welcome to New York!

Germany's Number 1 Congress Destination now Represented in the USA.

Berlin, March 18, 2010 Berlin Tourismus Marketing (BTM) and the Berlin Convention Office are investing in the North American Market. Effective immediately, the Berlin Convention Office is represented in New York City, by John Cardona, CEO of Ancar Marketing, Inc. Cardona comes with extensive sales and marketing experience in the meetings and congress industry, including luxury hotel brands.

„The U.S. and Canadian markets are of immense importance to Berlin's meetings industry“, said Burkhard Kieker, CEO of Berlin Tourismus Marketing. „Our new representation brings us closer to our clients in the meetings and congress industry, and will significantly increase our visibility in North America. John Cardona will provide our services to all our clients in the USA and Canada, and expand our network of corporate meeting planners and agencies.“

Working closely with the director of the Berlin Convention Office, Heike Mahmoud, the new representation is tasked to market meeting destination Berlin to congress, event, and incentive agencies, as well as to professional congress organizers. Associations continue to be serviced by "Marketing Challenges International", also located in New York.

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Further information on congress destination Berlin is available at www.berlin-convention-office.com

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