

## Meeting destination Berlin goes insular

The UK Roadshow of the Berlin Convention Office is staged in London today

**Berlin, 7 October 2009** Around 160 British event planners are expected to attend "Berlin meets London" today, the UK Roadshow of the Berlin Convention Office in cooperation with BTM-Partnerhotels e.V. and Conference & Incentive Travel Magazine. In the fashionable London location The Gallery Soho they will have an opportunity to get to know Berlin as a diverse convention and incentive destination. 20 representatives of Berlin hotels, event locations and agencies are on hand to promote the meeting and convention opportunities in the German capital.

Heike Mahmoud, Director Conventions of the Berlin Convention Office comments, "Over the last 20 years Berlin has become one of the leading convention destinations in the world. Last year alone more than 100,000 professional visitors attending association conferences came to the city on the river Spree according to the ICCA statistics. In terms of visitor numbers this puts the German capital in first place in the world. Berlin has grown into a cosmopolitan destination that offers numerous unusual locations in addition to large meeting centres and the most up-to-date hotel landscape in Europe. That's the message we wish to convey here in London and attract specialist events to our city on the European mainland."

During "Berlin meets London" the participants in the Gallery Soho will embark on a journey back in time. In conjunction with the theme "20 Years since the Fall of the Wall" in Berlin they will be welcomed by a "German border guard" and given a passport of the former GDR. Hence, they leave the "British Zone" behind them and discover modern Berlin and its providers from the meeting and convention industry.

Other topics at this event are the excellent value for money offered by the German capital and the positive development of the convention market in the first six months of 2009. Between January and June 2009 more than 50,000 events with approximately four million participants were staged in Berlin.

Find out more about the UK Roadshow on the Internet on: [www.berlin-meets-london.com](http://www.berlin-meets-london.com).

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