

Berlin – one of the first IMEX exhibitors

On the occasion of the 10th anniversary of the trade exhibition, the German capital presents itself with 21 partners

Berlin, 18 May 2012 Ten Years of IMEX – this also means: ten years of Berlin at IMEX. This is an opportunity for the Berlin Convention Office of *visitBerlin* to take stock at the most important trade exhibition for meetings and incentives. On the Germany stand the focus will, therefore, be on the following questions from 22 to 24 May 2012: How has the convention business of the German capital developed over the past years? What topics have gained in importance and what does the future of Berlin as a convention location look like?

Some facts in advance: 115,700 events took place in Berlin in 2011 (+2%). They were attended by 9.7 million participants; this corresponds to a 7 percent increase versus 2010. The number of room nights rose to 6.05 million (+ 9%).

Berlin in future with a new airport and a new congress hall

The growing success results, more particularly, from the broad network of partners, which promote the German capital together. At IMEX, 21 Berlin exhibitors are represented in addition to BCO. On the Germany stand in Hall 8 the team of ICC Berlin 2.0 presents, for instance, the “CityCube Berlin”. The new congress and exhibition hall will probably open in 2014. It will replace on a temporary basis the international congress and convention centre ICC Berlin, which will be closed and completely refurbished from 2014 onwards. At the “CityCube Berlin” events with up to 10,000 participants will be possible in future.

These new convention capacities increase Berlin’s attractiveness as a venue for international events. This development will also be supported by the future capital airport BER. It will provide a major gateway to Central Europe for the German capital. In this connection the offering of long-haul flights will continue to increase, too.

Visitors to the Germany stand will not only be provided with topical information about Berlin. They can also celebrate the jubilee “Ten Years of IMEX”. A big party with all German exhibitors will take place on 23 May at 5 pm.

New Meeting Guide available at IMEX

Punctually for IMEX the new Meeting Guide Berlin will be published. The 2012/2013 edition contains the full range of information which is important for the organisation of meetings, conventions and events in the German capital. On 142 pages organisers find

Berlin Tourismus & Kongress GmbH
Press and PR Office
Am Karlsbad 11
D-10785 Berlin

Fax: +49 (0)30 26 47 48 - 983
www.visitBerlin.de
www.convention.visitBerlin.de

Press Officer contact details:
Katharina Dreger
Tel.: +49 (0)30 26 47 48 - 956
katharina.dreger@visitBerlin.de

Christian Tänzler
Tel.: +49 (0)30 26 47 48 - 912
christian.taenzler@visitBerlin.de

Press Release



not only an overview of meeting rooms, exhibition spaces and room sizes but also information about new hotels and special locations.

The Meeting Guide and further information on the German capital are available at the stand F 100-44/45. Details on the Berlin programme at IMEX are provided on the website imex.visitBerlin.de.

(2,779 characters)

Berlin Tourismus & Kongress GmbH
Press and PR Office
Am Karlsbad 11
D-10785 Berlin

Fax: +49 (0)30 26 47 48 - 983
www.visitBerlin.de
www.convention.visitBerlin.de

Press Officer contact details:
Katharina Dreger
Tel.: +49 (0)30 26 47 48 - 956
katharina.dreger@visitBerlin.de

Christian Tänzler
Tel.: +49 (0)30 26 47 48 - 912
christian.taenzler@visitBerlin.de