

Berlin is the world's number four congress metropolis

New statistics confirm significance of the German capital as event location

Berlin, 13 May 2011 Berlin is one of the four most important association congress locations around the world. This is documented by the results of the current statistics of the International Congress & Convention Association (ICCA). With 138 events by international associations in 2010, the German capital ranks fourth – after Vienna (154), Barcelona (148) and Paris (147) and ahead of metropolises such as Singapore, London and Sydney.

“Whoever is among the top rankings of ICCA is perceived by congress planners all over the world as a leading congress location. And Berlin has already been represented at the top for years”, says *visitBerlin* CEO Burkhard Kieker. “With the decision to refurbish the ICC Berlin and to build a new trade fair and congress hall, we send the right signal to the market.”

The result for Berlin is above all based on the optimum conditions provided for congress organisers in the city: Europe's most modern hotel landscape, a very good value-for-money ratio, numerous extraordinary locations and a large network of additional service providers. With the opening of the new capital airport Berlin Brandenburg in June 2012 the offering of long-haul flight services will, moreover, increase.

The official contact partner in Berlin for meetings, conventions, corporate events and incentives is the Berlin Convention Office of *visitBerlin*, headed by Heike Mahmoud. It has direct local representations in the United Kingdom and in the USA, two of the most important meeting and convention markets.

Further information on the convention location Berlin is available in the Internet on www.convention.visitBerlin.de.

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