

Berlin: Networking with international convention cities

“BestCities Global Alliance” admits the German capital as a full member

Berlin, 22 May 2012 Berlin is now a full member of the “BestCities Global Alliance”. This service network of international meeting and convention metropolises includes Dubai, Singapore, Melbourne, Houston, Copenhagen, Cape Town, Edinburgh, San Juan and Vancouver. The membership of the German capital paves the way for joint marketing campaigns.

“The quality standards of ‘BestCities’ are high, and Berlin fully meets them”, says *visitBerlin* CEO Burkhard Kieker. “As part of this strong network, we can establish the German capital as a major convention player on new international markets.”

Already in October 2011 the provisional membership of Berlin was announced. This had been preceded by a one-year application phase. The German capital has convinced as convention destination with its state-of-the-art hotels and locations, excellent transportation links and a professional marketing.

Event location with a future

Berlin continues to gain in attractiveness as a location for large-scale events. Until the end of 2013 a new congress and exhibition venue, the CityCube Berlin, will be built at the site of the former *Deutschlandhalle* arena. It replaces temporarily the International Congress Centrum ICC Berlin, which will be closed and completely refurbished from 2014 onwards. With the re-opening of ICC Berlin, Messe Berlin will then have twice as many convention capacities.

These new capacities will further increase Berlin’s attractiveness as a destination for international events. With the new capital city airport BER, Berlin will in future act as an important gateway to Central Europe. The offering of long-haul flights will likewise continue to increase.

Berlin Convention Office of *visitBerlin*

The Berlin Convention Office of *visitBerlin* has been the official Convention Bureau of Germany’s capital since 2001 und is offering competent support at the organisation of conventions, meetings and incentives. Customers benefit from the longstanding experience of the team, a broad contact network and free-of-charge agency and reservation services for hotel allotments.

More information is available in the website convention.visitBerlin.com.

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