

## ICCA Workshop Coming to Berlin in 2014

The main umbrella organisation of the meeting and convention industry will bring decision makers of international associations to the German capital

**Berlin, 3 July 2013** Berlin is hosting the ICCA Sector Destination Marketing International Client/Supplier Business Workshop in 2014. The event of the International Congress and Convention Association (ICCA) will be held 26–28 June 2014 in Berlin. As in Vienna just a few days ago, the decision-makers of major international organisations will be welcomed next year in the German capital.

"The participants in the ICCA workshop decide where their associations' next events will take place", says Heike Mahmoud, Director Conventions of the *visitBerlin* Berlin Convention Office. "We will therefore use this unique opportunity to present Berlin as a diverse and quality meeting and convention destination".

Fifteen representatives of international organisations are expected for the workshop. They will meet staff from European convention & visitors bureaus and discuss what future events will require from their destinations. An extensive programme will also help the city's guests to get to know Berlin.

### Berlin – Leading Destination for Conventions

Berlin has moved into the top 3 of international conference destinations as can be seen in the current ICCA statistics. Having hosted 172 international events in the past year, the German capital moved up one place to a third-place ranking among the world's conference and convention cities. The city is catching up with Vienna (195 events) and Paris (181) and has passed by Madrid (164 events) and Barcelona (154).

More information can be found at [convention.visitBerlin.com](http://convention.visitBerlin.com).

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#### **visitBerlin**

"We know Berlin". This is the slogan that Berlin Tourismus & Kongress GmbH, operating under the trade name *visitBerlin*, has been using since 1993 to globally advertise for Berlin as a travel destination. *visitBerlin's* Berlin Convention Office markets the German capital as a congress metropolis. As a tour operator, the company offers a wide range of travel packages and also issues the official tourist ticket, the Berlin WelcomeCard. *visitBerlin* operates four Berlin Tourist Infos. The Berlin Service Center (Tel. 030-25 00 25) provides information on the complete spectrum of tourist services in Berlin. Information on the German capital are available in 13 different languages at [visitBerlin.com](http://visitBerlin.com).

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