

## Convention industry visits Berlin

Meeting Place Berlin, an exclusive industry workshop with international record attendance

**Berlin, 7 July 2011** Berlin is Europe's most popular destination for meetings, trade shows and incentives – this will be demonstrated to national and international decision-makers from the convention industry during the next days.

For the Meeting Place Berlin the Berlin Convention Office of *visitBerlin* has invited 144 selected customers from all over the world in order to network them with local providers. The goal of the multiple-day workshop is to increase the number of events with more than 100 participants in Berlin.

The international interest in Berlin has reached a new peak: representatives from 25 countries and five continents will join the workshop; more than two thirds of the customers come from outside Germany.

A new programme component is the "Berlin Active" experience, an evening event which will be staged this year at the future Berlin Brandenburg airport: a Trabi car safari around the airfield or a car race on the runways – extraordinary tours invite the participants to not only read about the incentive offering of Berlin, but to experience it first-hand. In addition they will be given an exclusive preview of the new capital airport which will be inaugurated in 2012.

During the "Meet Professionals Day", the participants will have an opportunity to meet local providers. A total of 50 representatives of the hotel industry, convention centres and event locations of Berlin will present their offering.

The "Meet Berlin Day" in turn focuses on the experiential value of the German capital. During a tour which will take the guests, for instance, to the Berlinische Galerie, they will learn about the unique features of the city which make it so attractive around the globe.

The highlight at the end of the Meeting Place Berlin 2011 will be the visit to the Classic Open Air Festival on Gendarmenmarkt.

The 6<sup>th</sup> Meeting Place Berlin will take place from 7 to 11 July. It is organised in cooperation with *visitBerlin* Partnerhotels e.V. and the Berlin Preferred Agencies. The Meeting Place Berlin is placed under the patronage of Berlin's Governing Mayor, Klaus Wowereit.

Further information is available on the website [www.meeting-place-berlin.com](http://www.meeting-place-berlin.com).

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