

# Press Release

## Focus North America

Marketing Challenges International takes over entire convention promotion for Berlin

**Berlin, January 20, 2011** The team of the US agency 'Marketing Challenges International, Inc.' has been marketing the meeting and convention destination Berlin in North America since January 1, 2011.

The Berlin Convention Office of *visitBerlin* and Marketing Challenges International hence step up their successful cooperation in the USA and Canada: apart from the American associations, which have been covered by the agency already for one and a half years, the focus is now also on corporates as well as event and incentive agencies.

The goal is to strengthen Berlin as one of the leading international locations for large-scale events and conventions and to acquire new target groups.

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