

October 09, 2015

## Messe Berlin: major series of autumn conferences in the CityCube and on the exhibition grounds

- **European medical congress marks successful start**
- **Programme features major IT and corporate events**
- **Scientific and medical events take biggest share in Berlin**

Berlin, 9 October 2015 – The autumn series of congresses launched in the CityCube and on the Berlin Exhibition Grounds was a big success at both venues. More than 5,000 participants from Germany and abroad came to the 28th annual conference of the European Society of Intensive Care Medicine (ESICM) in the CityCube Berlin and Hall 7 on the exhibition grounds. From 3 to 7 October, in addition to this big international event, there was an industrial expo featuring 80 exhibitors as well as postgraduate courses.

In the weeks and months ahead, large-scale medical congresses will be among the major events in the CityCube and on the exhibition grounds. Thus, from 20 to 23 October the German Orthopaedics and Traumatology Congress (DKOU 2015) and a supporting exhibition will occupy a large part of the halls on the southern section of the fair. Some 11,000 delegates are expected to attend. Taking place from 25 to 28 November, the Congress of the German Society for Psychiatry and Psychotherapy, Psychosomatic Medicine and Neuropsychiatry (DGPPN) is another large event and is expected to attract 9,000 trade visitors. From 1 to 3 December the 27th German Congress for Perinatal Medicine will be taking place in the CityCube Berlin. It is the first time that this event is to be held here.

“Over the coming weeks we will be hosting every type of modern conference event, including large medical congresses, IT and corporate events as well as a party conference“, said Dr. Ralf Kleinhenz, vice president, Messe Berlin. “Having the multi-purpose CityCube Berlin at our disposal means we have an excellent venue, alongside the experienced and highly motivated members of the outstanding Guest Events team. This will be the meeting place for fascinating new topics and events over the years to come.“

From 16 to 19 November Net App Insight 2015 will be taking place in the CityCube Berlin, the first of a number of corporate events hosted by leading IT enterprises. Around 3,800 international storage and data management experts are expected to attend. NetApp Insight is the only technical conference of its kind outside the US, where it takes place in Las Vegas. Only a few weeks later, from 15 to 19 February 2016, another major IT event will be taking place: Cisco Live, which is the biggest event organised by this global concern outside the US.

The SPD party conference concludes this packed series of conference events. From 10 to 12 December the party’s decision-making body will be convening in the CityCube Berlin.

### **Berlin is Germany’s most sought-after venue for congresses**

Berlin continues to be Germany’s most sought-after venue for congresses. The German capital is attracting a growing number of scientific and medical congresses, in particular. According to the latest statistics of the Berlin Convention Office released by visitBerlin, during the first six months of 2015 62,000 events (+1.5 per cent compared to 2014) took place which attracted 4.82 million participants (+1.5 per cent). The number of overnights generated by the congress and conference market rose to 3.3 million, an increase of three per cent.

Of the 13.8 million hotel overnights in Berlin booked during the first six months of 2015 around 25 per cent were taken by delegates at conferences and congresses. Their average spending amounted to 232 euros per day. Last year, the turnover generated by the conference and congress market totalled 2.2 billion euros.

## **Scientific and medical events take the biggest share**

Medical and scientific conferences and congresses make up the biggest share of the overall number of events in Berlin. According to the convention statistics the figure is 12 per cent. Events under the heading of 'IT/Electronics/Communication' and 'Politics and Public Institutions' (11 per cent each) occupy second place.

## **About Messe Berlin**

In 2014, marking a new turnover record of more than 269 million euros, Messe Berlin concluded its most successful financial year in the company's entire history. Based on turnover and growth, Messe Berlin is among the world's ten leading trade fair companies operating their own exhibition grounds. The company's wide-ranging portfolio includes five global brands: the International Green Week Berlin, ITB Berlin / ITB Asia, IFA, InnoTrans and Fruit Logistica Berlin and Hong Kong. In addition to its in-house workforce of more than 700, through its activities Messe Berlin secures employment for around 25,000 people. With retailers turning over more than 200 million euros, hotel overnights equalling 2.4 million, cab rides numbering more than two million and visits to restaurants over two million, business in the German capital receives a substantial boost from the events organised by Messe Berlin. As such, Berlin and Brandenburg are among the largest employers as well as a driving force of the local economy and tourism. Every year 30,000 media representatives from Germany and abroad report on events in Berlin. In terms of the media coverage it attracts Messe Berlin is one of the capital's most important ambassadors.

[www.messe-berlin.de](http://www.messe-berlin.de)