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## CityCube Berlin: A cube is born! – Inauguration of the capital's new trade fair and congress venue

- Heart of the CityCube Berlin begins to beat
- Venue can host events with up to 11,000 participants
- DGB Congress is the first event, on 11 May 2014
- New trade fair and congress venue reports substantial bookings for the years ahead

Berlin, 5 Mai 2014 – After taking only 22 months to complete the CityCube Berlin was opened on 5 May. Shortly after 11 a.m. the heart of Berlin's new trade fair and congress venue began to beat. After Governing Mayor of Berlin Klaus Wowereit and Messe Berlin's CEO Dr. Christian Göke had inserted the last missing part into a giant cube the symbolic heart of the CityCube Berlin began to pulsate and show clear signs of life. Under the heading of 'A cube is born', the opening ceremony took place attended by some 300 representatives of politics, industry and the events industry, as well as architects and many members of the building sector.

"The CityCube provides another boost for Berlin in its role as an expanding international venue for trade fairs and congresses", said **Klaus Wowereit, the Governing Mayor of Berlin**. "This ultra-modern, new building has the capacity to hold large-scale events. Technically, the CityCube is state-of-the-art. I wish Messe Berlin good luck with this new building and the city every success as a trade fair venue."

**Dr. Christian Göke, Chief Executive Officer of Messe Berlin GmbH**: "We have succeeded in moving every event from the ICC Berlin to the CityCube Berlin without losing a single customer. That is the result of the good cooperation between all our departments, which speaks well both for our company and Berlin. The CityCube Berlin will enable us to hold events of all sizes. That is made possible by a usable area which occupies 80 per cent and the multi-purpose nature of the building.

"The CityCube is state-of-the-art and as such more than a replacement for the ICC Berlin. It is purpose-built and was completed in record time", said **Burkhard Kieker, managing director of visitBerlin**. "The CityCube Berlin presents a strong argument for attracting conference events worldwide."

Afterwards, the participants in the opening ceremony inspected the new trade fair and conference venue. Among the guests were numerous congress organisers and representatives the Confederation of German Trade Unions (DGB).

National and international trade union organisations hold the first event

The first event to take place will be the national conference of the Confederation of German Trade Unions (DGB), from 11 to 16 May. Immediately afterwards the World Congress of the International Trade Union Confederation (IGB) will be held in the CityCube Berlin. Taking as its slogan 'Building Workers Power', the representatives of 175 million employees from around the world will be debating key decisions for the future.

During its first year the CityCube Berlin will already be staging numerous large-scale medical congresses. Other highlights will include the Medicine and Health Congress in the Capital, which will be taking place from 25 to 27 June. From 18 to 22 October this new venue will be hosting the annual conference of the European College of Neuropsychopharmacology (ECNP). During the course of the year numerous event experts from around the world will be reporting from the multi-purpose hall for trade fairs and congresses. Thus, from 29 June to 2 July the annual conference of the

International Association of Congress Centres (AIPC) will be taking place here.

In the years ahead other outstanding international events will also be taking place. In 2015 the European Society of Intensive Care Medicine and the European Academy of Neurology will be among the organisations holding conferences in the CityCube Berlin. Bookings have already been taken for 2021.

### **About the CityCube Berlin**

The CityCube Berlin is located adjacent to the southern entrance of Berlin ExpoCenter City. The foundations were laid in 2012 and the roofing ceremony took place in June 2013. Two main floors, flexible wall partitioning, numerous conference rooms and the neighbouring exhibition grounds provide the perfect setting for all types of congresses and fairs. Events can be staged here with up to 11,000 delegates.

Facts and figures at a glance:

- overall volume: approx. 321,000 sqm
- net area per floor: approx. 33,000 sqm
- usable area: approx. 22,000 sqm
- display area: 12,030 sqm
- foyers: 4,765 sqm
- number of meeting rooms: 47
- entrance level: registration areas, cloakrooms and other areas
- two floors, each covering 6,015 sqm
- lower floor: flexible partitioning for creating up to 8 conference rooms which can accommodate between 400 and 3,000 persons and/or a display area
- upper floor: pillar-free construction (ceiling height 12 m) which can be used for large-scale plenary meetings, exhibitions, events and catering events
- 8 additional conference rooms featuring flexible partitioning which can accommodate between 50 and 300 persons
- 30 offices, suites and meeting rooms
- the CityCube Berlin is located in close proximity to additional conference rooms in Hall 7 as well as to fair halls (2 and 4) which provide additional display space
- public transport links (S-Bahn) are nearby

More details are available at [www.citycube-berlin.com](http://www.citycube-berlin.com).

### **About Messe Berlin**

In 2013, marking a turnover of 190 million euros, Messe Berlin concluded its most successful odd-numbered 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 more than 25,000 people. 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.

