

July 11, 2017

## Behind the scenes of congresses in Berlin

### Leading congress organisers attend the Messe Berlin Site Experience

*Berlin, 11 July 2017* – An invitation had been extended by Messe Berlin and the response was impressive: on 10 and 11 July representatives of 17 international congress industry associations came to take a look behind the scenes and attended a major international event on the Messe Berlin exhibition grounds. Besides exploring the many rooms in the CityCube Berlin and the infrastructure on the grounds they were also able to exchange views and experiences with the organiser of the World Congress of the International Society on Thrombosis and Haemostasis (ISTH). Many of those attending the Site Experience were from medical organisations. Other sectors were represented too, including education and financing. Overall, the participants represented congresses numbering over 150,000 attendees and some 600,000 overnights at the respective locations.

"Site Visit is the old thinking. We wanted to offer a genuine Site Experience. By talking to our customers ISTH, our customers of the future were able to gain a direct impression of the venue and what makes Messe Berlin and this city so attractive", explains Dr. Ralf Kleinhenz, senior vice president at Messe Berlin. "We are delighted with the positive response and hope we have inspired them to return with their congresses."

Thomas Reiser, executive director of the ISTH, talked about the special requirements Messe Berlin had to meet in order to host their congress: "We are extremely satisfied with Messe Berlin's support – the CityCube Berlin and neighbouring exhibition grounds represent a modern and attractive event venue and the team is highly professional, which enabled us to perfectly realise our plans and ideas." He also emphasised the advantages of Berlin for holding congresses. According to Heike Mahmoud, Director Conventions of the visitBerlin Berlin Convention Office, these are aspects that other organisers find important too: "Berlin is known around the world as a centre for innovation and has a first-class network of universities and research centres. This is particularly beneficial for meetings related to science and medicine. In addition, the city offers affordable accommodation compared to other cities and a wide range of cultural offerings. This unique blend is convincing an increasingly number of convention and event organisers."

### About Messe Berlin

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: IFA / CE China, ITB Berlin / ITB Asia in Singapore, ITB China in Shanghai, Fruit Logistica Berlin / Asia Fruit Logistica in Hong Kong, InnoTrans and the International Green Week Berlin. 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.com](http://www.messe-berlin.com)

### About visitBerlin

"Inspiring the world for Berlin." With this mission, Berlin Tourismus & Kongress GmbH, operating under the visitBerlin brand, has been promoting Berlin globally since 1993 as a tourism and congress metropolis. Berlin now has more visitors than ever before. In 2016, Berlin recorded around 13 million guests and 31 million overnight stays. Berlin is also extremely popular for meetings and congresses – for over ten years, it has been one of the top 5 cities for international association conventions. As a tour operator, Berlin Tourismus & Kongress GmbH, a private sector company, also offers hotel accommodation and issues the Berlin WelcomeCard, the city's official sightseeing pass. visitBerlin operates the Berlin Tourist Info Centres and the Berlin Service Center available on +49 (0)30-25 00 25. On [visitBerlin.com](http://visitBerlin.com), Berlin's official tourism website, Berlin visitors can find all the information they need about every aspect of their trip to the city. Find out more about visitBerlin on [about.visitBerlin.de](http://about.visitBerlin.de)

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