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From business to glamour events: trade fairs, congresses and other guest events ensure the Berlin Exhibition grounds are booked to near capacity

- **ECHO Awards and German Film Awards, AGM of Daimler AG, Metropolitan Solutions and large-scale medical congresses**
- **More than 50 guest events and congresses at the multi-purpose venues on the Berlin Exhibition Grounds**

Berlin, 2 February 2015 – With the International Green Week the 2015 programme of trade fair and congress events has already got off to a flying start, and further highlights are soon due to follow in quick succession. In addition to Messe Berlin's major trade fairs such as Fruit Logistica, ITB and IFA numerous other exhibitions, congresses and other guest events taking place on the grounds form part of the calendar of events. The portfolio is impressive: it includes the debut edition of the Smart City trade fair and congress Metropolitan Solutions, international medical congresses, the AGM of Daimler AG, as well as glamorous events such as the ECHO Music Awards and the German Film Awards.

According to Dr. Ralf G. Kleinhenz, vice-president, Messe Berlin: "The Guest Events division with its trade fairs and congresses will contribute significantly to Messe Berlin's business success in 2015. Thus the CityCube Berlin alone will be hosting around 12 large-scale medical congresses. More than 50 guest events and congresses will be taking place for which we have reserved the entire grounds. That includes the CityCube Berlin, the new trade fair and congress hall, as well as attractive venues such as the Palais am Funkturm and Marshall Haus. Our customers highly appreciate the multi-purpose facilities these locations offer."

Large-scale medical congresses in the CityCube Berlin

In 2015 large-scale medical congresses will again be a major part of Messe Berlin's congress business. Thus, in June the first congress of the European Academy of Neurology will be taking place in the CityCube Berlin. Around 8,000 specialists from Germany and abroad are expected to attend. In October the 28th Annual Congress of the European Society of Intensive Care Medicine will also be attracting participants from many countries. The organisers are anticipating around 7,000 delegates from all parts of Europe.

Other important events include the 50th Annual Conference of the German Diabetes Society in May (7,500 participants) and the long-standing Medicine and Health Congress in the Capital in June, which is expected to attract around 8,000 participants. In November some 9,000 experts are due to attend the Congress of the German Society for Psychiatry and Psychotherapy, Psychosomatic Medicine and Neuropsychiatry (DGPPN).

In April several thousand ICT specialists will be gathering for Apps World Germany in the CityCube Berlin. Taking place in November in the new multi-purpose hall on Messedamm will be Net App Insight 2015, where the focus will also be on the latest innovations. 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 USA.

Besides CWIEME Berlin, the world's largest coil winding exhibition, Metropolitan Solutions will be among the major guest events taking place in 2015. This leading Smart City trade fair and congress has relocated from Hannover to Berlin and from 20 to 22 May 2015 will be taking place for the first time in the CityCube Berlin.

Last year's AGM of Daimler AG was the last major event to be held in the International Congress Center ICC Berlin. This year, on 1 April 2015, for the first time

the shareholders of this global car manufacturer will be meeting in the CityCube Berlin.

A touch of glamour at the ECHO Music Awards and Film Awards

In 2015, following a long break, a highly glamorous event will be making its return to the exhibition grounds. On 19 June the Palais am Funkturm will host a gala event, namely the ceremonies presenting Germany's most coveted cultural prize, the German Film Awards. As in 2014, the who's who of the national and international music industry will once again be gathering in the Palais am Funkturm for the 24th edition of the ECHO 2015 Music Awards. The ceremonies will take place on 26 March 2015.

Messe Berlin's major in-house events, such as the International Green Week, Fruit Logistica, ITB and IFA are also making use of the new trade fair and congress hall for their exhibitions and specialist congresses. Thus, at the Green Week Berlin alone around 300 symposiums, seminars, congresses and committee meetings took place at Berlin ExpoCenter City.

About Messe Berlin

In 2014, marking a new turnover record of more than 265 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. 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. For more information please visit: www.messe-berlin.com.