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ICM picks up two accolades at the Conga Awards

- International Congress Centre Munich voted Germany's Number One convention centre by events professionals and experts
- Special award for the unique marketing concept of the SevenCenters of Germany

First place in this year's Conga Awards, convention centre category, presented in Berlin on 16 June, went to the International Congress Centre Munich (ICM). Over 25,000 event planners and experts from all over Germany voted the ICM Munich as the best convention centre in the country, ahead of nine other nominations. In addition, as part of the SevenCenters of Germany, an alliance of seven German convention centres with large exhibition grounds directly adjacent, the ICM also picked up a special award for the alliance's unique marketing concept.

Norbert Bargmann, Managing Director at Messe München GmbH responsible for the ICM, is delighted with the award, which is generally regarded as the 'Oscar of the event business': "This award is a strong vote of confidence by our customers and partners in the quality of the services provided by the whole ICM team, and in the excellent cooperation at the conventions destination of Munich."

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Majority vote

The Conga Awards are organised by the *Vereinigung Deutscher Veranstaltungsorganisatoren e.V.* in cooperation with *Seminar- und Tagungsbörse* (STB) and the agencies Speakers Excellence and e-factor. Each year these awards are presented to the best of the ten nominations in each of ten different categories. The winners are the ones that come through the rigorous qualifying stages and receive the most votes from 25,000 conventions experts (Further information: www.conga-award.de).

Representing her team at the gala presentation ceremony in Berlin, Andrea Bisping, Director of the ICM, was also delighted: "Winning this award will strengthen our commitment even further to providing a top-class, innovative service to our national and international customers."

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About the International Congress Centre Munich (ICM)

ICM, the International Congress Centre Munich, is one of the leading congress and convention destinations in Germany and Europe thanks to its modern architecture and first-rate amenities. Located adjacent to the New Munich Trade Fair Centre, and with a direct covered link to it, the ICM offers planners tremendous flexibility and scope for organising events of all kinds. As an independent profit centre of Messe München GmbH, the International Congress Centre Munich promotes its services and facilities to customers in the German and European meetings, incentives, conferences and exhibitions market. The ICM also acts as a platform for the academic and scientific programmes and congresses accompanying the events held at the New Munich Trade Fair Centre, organised by Messe München.

About Messe München International (MMI)

Messe München International (MMI) is one of the world's leading trade-fair organisers. It organises around 40 trade fairs for capital and consumer goods, and key high-tech industries. Each year over 30,000 exhibitors from more than 100 countries, and over two million visitors from more than 200 countries take part in the events in Munich. In addition, MMI organises trade fairs in Asia, Russia, the Middle East and South America. With six subsidiaries abroad - in Europe and in Asia - and with 66 foreign representatives serving 89 countries, MMI has a truly global network.

For **additional information** and **photos** to download, go to: www.icm-muenchen.de

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