

Munich, December 14, 2011
Press Release

Andrea Bisping appointed to the Council of the University of Applied Sciences of Munich

- Director of the ICM – International Congress Center Munich to represent the areas of business and practical experience
- Focus of activity on knowledge-transfer and networking

Andrea Bisping, Director of the ICM – International Congress Center Munich and Chairwoman of the Munich Congress Alliance (MCA), has been appointed to serve on the Council of the University of Applied Sciences of Munich. The appointment is for a term of four years, as of October 1, 2011. Council members include both persons from the university as well as representatives from science, business, the arts and practical experience. The University Council acts as a kind of supervisory board. Its Chairman is Dr. Reinhard Wieczorek, former Head of the Department of Labor and Economic Development of the City of Munich.

"The appointment is above all an expression of the many years of close cooperation between science and the congress business at the Munich location," emphasized Andrea Bisping: "Knowledge transfer and the networking idea have always been important in Munich. Regular dialogue with scientists, for example within the framework of the annual professors' meeting, makes a significant contribution to the success of the trade show and congress destination of Munich. Conversely, too, the development and strategic orientation of the Munich universities is of elementary importance for the business location of Munich."

Networking for students

In the ICM – International Congress Center Munich, a diverse range of scientific congresses takes place that have a strong link with the courses at the University

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of Applied Sciences Munich, for example in the field of technology. Here students can meet up with experts and decision-makers, build up and expand their own network of professional contacts and start to shape their own career paths. Bisping: "In dialog with the respective organizers of interesting congresses we will be exploring ways we can open up access for students of the University of Applied Sciences Munich."

ICM - Internationales Congress Center München

The ICM - Internationales Congress Center München, 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 Messe München and with a direct covered link to it, the ICM offers congress and event organisers tremendous flexibility and scope. As an independent profit center of Messe München, the ICM - Internationales Congress Center München 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 organised by Messe München.

Messe München International

Messe München International is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and over two million visitors take part in the events held in the New Munich Trade Fair Center, the ICM – International Congress Center Munich, and in the M,O,C, Event and Order Center.

In addition, Messe München International organizes trade shows in Asia, Russia, the Middle East and South America. With six subsidiaries in Europe and Asia and more than 60 foreign representatives actively serving over 90 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade show company to be awarded energy efficiency certification from the technical inspection authorities TÜV SÜD.