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Combined promotion of Messe München's locations at IMEX

- Strong destination marketing of Munich, and push for acquisition of major congresses and trade fairs
- ICM - International Congress Centre Munich, M,O,C, Event Centre and the New Munich Trade Fair Centre team up for their first joint promotion in Frankfurt

Together with the City of Munich, the ICM – International Congress Centre Munich, M,O,C, Event Centre and the New Munich Trade Fair Centre are putting on their first joint trade-fair presentation to customers at this year's IMEX in Frankfurt.

Under the umbrella brand of Messe München International (MMI), these three attractive locations - ICM, M,O,C, and the New Munich Trade Fair Centre – have for many years hosted successful trade fairs, congresses and other events of all types and sizes.

Together these venues provide a total of 240,000 square metres of highly modern hall space and innovative service structures.

Unique in Europe

Dr Martin Lechner, Director of Business Unit V at Messe München GmbH, whose responsibility includes the marketing of the ICM, the M,O,C, and the New Munich Trade Fair Centre, stresses the uniqueness of this joint marketing concept by the City of Munich and the three locations to promote one of the most attractive trade-fair and congress destinations in Europe: "This new initiative builds in an innovative way on past bids and successful acquisitions, and presents the market with an attractive offering even in economically difficult times."

The integrated locations of the ICM, M,O,C, and exhibition centre in Munich represent a product portfolio that is unique in Europe, as they can cater to any event constellation and provide every organiser with an optimum location for their needs.

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Member of

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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.

M,O,C, Event Centre

The M,O,C, is a successful event centre run by Messe München International. It offers 30,000 square metres of event space, in the form of exhibition halls, conference rooms and showrooms. The M,O,C, Event Centre boasts a unique salon-style exhibition concept: grouped on two levels around light-flooded atria are 135 rooms, ready to use for seminars or as supplementary presentation space. The M,O,C, team fulfils individual event requirements and wishes in a professional and expert manner. Around 200 events – ranging from conferences and congresses to special trade fairs for selected groups of trade visitors, and even popular public trade fairs attracting large numbers of people – take place each year in the M,O,C,.

Messe München International (MMI)

Messe München International (MMI) is one of the world's leading trade-fair companies. 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. Environmental protection and sustainability are key priorities in all MMI's operations, at home and abroad.

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

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