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May 2008

## ICM and Munich achieve top rankings in the congress business

- In the latest rankings of the ICCA, the International Congress and Convention Association, Munich is placed second
- The International Congress Centre Munich is now a market leader in the international convention sector

In May, the International Congress and Convention Association (ICCA), headquartered in Amsterdam, published its rankings for the most important congress countries and cities in 2007. In Germany, the International Congress Centre Munich (ICM) is placed second after Berlin. On an international scale, comparing 275 congress destinations, Munich has moved up from 43rd to 29th place.

In 2007 the International Congress Centre Munich hosted 160 events, catering to 136,000 visitors. In the lucrative business area of annual general meetings, the ICM overtook all other German congress centres last year. Twelve public companies, among them eight long-term customers such as MAN AG and Linde AG, alongside newly listed companies such as cash.life AG and Wacker Chemie AG, chose the ICM as the venue for their shareholders' meetings in 2007.

### **Congress highlight in 2008**

The highlight in the ICM's congress programme in 2008 is the Congress of the European Society of Cardiology (ESC). This is the second time the ESC has chosen Munich as its venue, the last time was in 2004. This year, in September, the congress is expected to attract around 30,000 heart specialists from all over the world to the ICM. For the City of Munich and the surrounding area this renowned ESC Congress represents an injection of 70 million euros in spending power – given a figure of 400 euros per day that is spent by each delegate.

For Norbert Bargmann, Managing Director at Messe München GmbH and with overall responsibility for the International Congress Centre Munich, the latest ICCA ranking is further confirmation of the success of the congress business in Munich and the work of the ICM team over the last ten years: "The new figures show clearly that Munich – and that means also the ICM – has advanced to become an absolute market leader in Germany, alongside Berlin."

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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 and third parties.

#### **About Messe München International (MMI)**

Messe München International (MMI, Munich Trade Fairs International Group) 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 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](http://www.icm-muenchen.de)

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