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ICM Collaborates in Destination Marketing

- Main participants of the Munich congress industry have been coordinating their involvement in the Kongress Initiative München e.V. (K.I.M.) since October 2006
- International Congress Center Munich (ICM) and state capital Munich are exhibiting jointly for the first time at the trade fair EIBTM 07.

According to recent surveys, the attractiveness of a site is a decisive factor in competition between destinations. The city of Munich, Munich Airport, the first-class hotels in Munich and the International Congress Center Munich are going to collaborate in canvassing for large international congresses in the future.

To this end, the Munich ICCA COMMITTEE (MIC) was reestablished as the Congress Initiative Munich ("K.I.M." in German) in October of last year to work as a steering committee to promote destination marketing for Munich.

The close collaboration of the Munich congress industry has proved its worth in the past, especially in acquiring large medical congresses. The capital city, tourism office, Munich Airport, hotels and transport businesses as well as ICM cooperated successfully as a strong alliance in applying for the Cardiology Congress 2008 (25,000 participants) and will already bring the European Society of Cardiology to Munich for the second time following 2004.

The main participants of the Munich congress industry also cooperated closely in advance of the Congress of the European Respiratory Society (ERS) in 2006 (18,000 participants) to take full advantage of the great site conditions of Munich.

Meetings against a Beautiful Background

The site Munich combines all important parameters for successful holding of congresses and events: the professionalism and ability of a business and service metropolis, optimum infrastructure prerequisites and a high-performance congress center, which is also suitable for events that require a lot of space thanks to its location next to the trade fair grounds. Last but not least, the Alps, which provide a beautiful background for every event!

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About the International Congress Center Munich (ICM)

ICM, the International Congress Center Munich, is one of the leading destinations in Germany and Europe thanks to its modern architecture and facilities. With its location directly adjacent to and adjoining the New Munich Trade Fair Centre, ICM provides pioneering possibilities for designing space to congress and event organizers. As an independent profit center of Messe München GmbH, the International Congress Center Munich acquires customers independently on the German and European congress and meeting industry market. At the same time, ICM acts as a platform for scholarly and scientific supporting programs and congresses of the events held by Messe München.

About Messe München International (MMI)

Messe München International (MMI) is one of the world's leading trade-fair organizations with approximately 40 trade fairs for investment goods, consumer goods and new technologies. More than 30,000 exhibitors from more than 100 countries, and over two million visitors from more than 200 countries take part each year in the trade fairs in Munich. In addition, MMI organizes trade fairs in Asia, Russia, the Middle East and South America. With five foreign affiliated companies in Europe and Asia as well as 66 foreign representatives covering 89 countries, MMI has a global network.

You can obtain **additional information** and **photos** for downloading at www.icm-muenchen.de

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