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ICM and City of Munich exhibit at joint stand

- After a successful cooperation for the cardiologists' congress, the ICM and the City of Munich put on a joint presentation at the Munich stand at EIBTM

The highly successful cooperation between the International Congress Centre Munich (ICM) and the City of Munich is also being demonstrated in a joint presentation at the trade fair EIBTM 2008. The ICM and the city authorities have already proved themselves to be a winning team, in hosting this year's congress of the European Society of Cardiology (ESC); their cooperation was a major factor in the success of this event. Now, both these main players in the congress sector in Munich want to work even more closely together and, as a team, attract further major international congresses to the city.

The City authorities, Munich airport, hotels and restaurants, the local public transport authorities and the ICM launched a unique joint marketing package this year for the cardiologists' congress. In a similarly concerted manner these players in the Munich congress sector now want to attract the ESC Congress back to the city again – the application process is already under way.



According to ICM Director Andrea Bisping and Jörg Bauler, Head of the Convention Bureau of the Munich Tourist Office, a joint presentation by the ICM and the City of Munich is a logical consequence of this cooperation: "In this way we can exploit the locational benefits of Munich in an even more targeted way and with greater impact."

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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.

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 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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