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Concerted Action for the Congress and Trade Fair Site of Munich

- **Increased efforts in city marketing result in winning the contract for the renowned European Society of Cardiology Congress again**
- **Successful bid strengthens the top position of Munich as a congress destination**
- **Integrated city marketing is used as a consistent component of site development under the general management of the Department of Labor and Economy**

The contract for the internationally renowned congress of the European Society of Cardiology (ESC) has again been won thanks to the increased efforts of the city and Messe München in the area of integrated city marketing. The International Congress Center München (ICM) won out against the International Congress Center Berlin (ICC) in getting the contract. The congress will take place in ICM in Munich from August 30 till September 3, 2008, where it already was a guest in 2004. The second successful bid within such a short time for this very desirable, international congress highlight is attracting special attention in the congress business and will result in sustained strengthening of the top position of Munich as a congress destination according to an assessment by Messe München. "Winning this contract is the confirmation of the intensive efforts of the trade fair and the city of Munich in concentrated site marketing, in which we have received a lot of support from our partners in business, hotels and industry," according to Norbert Bargmann, Managing Director of Messe München. "Consequently, this successful bid is not only important due to the positive economic effects for the city and surrounding area in 2008, but also as proof that we are on the right path."

The ESC Congress is one of the largest annual medical congresses in the world. It is organized by the Society of Cardiology, which has approximately 45,000 members in all of Europe. At the Munich premiere 2004, approximately 25,000 participants used the complete congress building as well as six trade halls within the framework of the comprehensive events including a medical and pharmaceutical exhibition during five days. According to a study conducted by Vienna University in 2003, the five-day ESC congress generated added purchases of 70 million euros. Short vacation trips, which are often linked with such congress visits, are not even included in that calculation. According to the study, a congress participant spends approx. 400 euros per day and consequently represents one of the most substantial added value factors in the tourism industry, especially for retail trade, the service sector and hotels.

A survey conducted by the Department of Labor and Economy of the city of Munich showed that a total of 2.18 guests took part in congresses and meetings in the state capital in 2004. This corresponds to an increase of 38.7% compared to previous year. More than half of the visitors to Munich (52%) come to the Isar metropolis for business reasons, of which 30% come as congress and trade fair visitors. This clientele provides for especially high sales in the hotel business. "Munich has an excellent image in a German and international comparison. As a business site, we also profit from the rich culture in the city and the attractive tourist spots in the surrounding area. The attractiveness for business travelers and especially congress and trade fair visitors must be increased further, because many cities are competing for this interesting target group in this increasingly competitive field," Dr. Reinhard Wieczorek, Spokesperson for Labor and Economy in the state capital of Munich, emphasized.

Especially in the medical and pharmaceutical sectors, Munich certainly has a tradition as a sites for congresses and meetings, but it has only had the prerequisites to position itself successful in international competition with ICM since expansion of the trade fair grounds in 1998. Since that time, ICM has developed excellently from a business standpoint and is considered one of the top destinations worldwide. In ranking of the International Congress & Convention Association (ICCA) , Munich took first place in the year 2004 with respect to the number of congress participants in Germany and forth place worldwide after Paris, London and Vienna.

To further strengthen this top position, the trade fair and the city of Munich are promoting integrated city marketing as a consistent component of site development under the general

management of the Department of Labor and Economy In addition to city agencies, this initiative is especially being supported by retailers, hotels and industry, for example, the Munich Hotel Alliance (an alliance of five-star Munich hotels), the Munich Fair Alliance (an alliance of five-star of two- and three-star hotels in the east of Munich, the Bayerische Hotel- und Gaststättenverband as well as Flughafen München GmbH.

Decisive factors in international competition are the image cultivated by Munich in concentrated form and its identification with the trade fair and congress institutions as an economic factor. The advantages of Munich should not be taken for granted, but instead be communicated to the committees, which decide on awarding contracts for trade fairs and congresses, in a factual and emotionally convincing way. Munich's guests should know that they are heartily welcome and that retailers, hotels and industry prepare sufficiently in advance to make their stay as perfect as possible.

This objective is being supplemented with the new image campaign of the state capital Munich with the slogan "Munich loves you." The heart as an international logo uses the slogan "Metropolis with a heart." The heart has the shape of the ESC logo for the ESC Congress 2008, which stylizes a heart, something close to the hearts of cardiologists. In this way, congress participants are addressed personally from arrival at the airport to their ride through the city and all the way to hotel stays and restaurants.

In addition to the successful bid for the ESC Congress, the new city marketing arranged a – visibly obvious – premiere at Drinktec, the number one International Trade Fair for Beverages and Liquid Food Technology from Sept. 12 until 17, 2005. For the first time, flags at the main railway station and on advertising in the Munich subway system will expressly welcome visitors to Drinktec.

About the International Congress Center Munich (ICM)

ICM, the International Congress Center Munich, is one of the leading destinations in Germany and Europe today thanks to its modern architecture and facilities. Due to its location directly adjacent to the New Munich Trade Fair (Messe München), ICM provides pioneering possibilities of designing areas for congress and event organizers.

As an independent profit center of the Messe München GmbH, the International Congress Center Munich successfully canvasses for its own customers on the German and European congress and conference market. At the same time, ICM serves as a platform for scientific supporting programs and congresses for separate events at the New Munich Trade Fair.

About Messe München International (MMI)

Messe München International (MMI) is one of the world's leading trade fair companies with approximately 40 trade fairs for investment goods, consumer goods and new technology. More than 30,000 exhibitors from more than 90 countries and more than two million visitors from approximately 180 countries participate annually in the events held in Munich.

In addition, MMI organizes trade fairs in Asia as well as in North and South America. MMI has a global network with five subsidiaries in foreign countries and 75 foreign representatives, who work in 89 countries

Photographs for downloading at www.icm-muenchen.de

Additional information is available in the Internet at www.icm-muenchen.de

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