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Location report:

ICM is in the Champions League of locations

Thanks to its position, adjacent to the New Munich Trade Fair Centre, and the high attractiveness of Munich itself, the International Congress Centre Munich (ICM) is now one of the market leaders when it comes to large-scale congresses, AGMs and major events.

With good reason the ICM has for years been among the top five venues in the congress and convention sector in Europe. Because of the close physical connection between the facilities of the congress centre and the exhibition centre, the ICM offers the organisers of large-scale events tremendous scope for adding space, and thus generating important synergy effects. Major scientific congresses often take up all the space at the ICM and also a number of adjacent exhibition halls.

The attraction of Munich

The destination of Munich has proven to be a really unique selling point for the ICM and its customers. This city is a top location for business and industry, and as such offers an excellent infrastructure and international travel connections. A first-class range of hotels and restaurants, plus a diversity of cultural and leisure attractions, make Munich a top destination for organisers and visitors across Europe.

The reference list of clients at the ICM contains no less than three of the five biggest medical congresses in Europe: these are the Congress of the European Society of Cardiology (ESC), the Congress of the European Respiratory Society (ERS) and the Joint Congress of the European Society of Clinical Microbiology and Infectious Diseases (ESCMID) and the International Society of Chemotherapy (ISC).

Münchner Rückversicherung, Linde and BMW are some of the top companies who are long-standing customers of the ICM. In the profitable business area of annual general meetings the ICM overtook for the first time all other German congress centres in 2007. Twelve public companies had chosen the ICM as the venue for their shareholders' meetings in 2007.

Flexible space offering

The inviting and functional architecture of the ICM is ideal for successful event concepts and organisation: Arranged in a star pattern on two levels around a central foyer (4,500 m²) are 20 halls, with capacities varying from 500 to 6,000 participants. Both the foyer and almost all the halls benefit from daylight; also they can be divided up easily and flexibly depending on requirements and group size.

ICM's own exhibition hall, B0, a 3,600 m² hall adjacent to the ground floor of the foyer, is an ideal space for an accompanying trade exhibition; alternatively it can be set out as a dining hall.

The West Entrance (10,000 m²) of the New Munich Trade Fair Centre can be used as a generously sized reception or registration area for congresses or corporate events. This entrance area is connected directly to the ICM.

Hall C1, the 'media hall', is linked directly to the ICM via an express walkway; this 10,000 m² events or exhibition space is ideal for live productions, product presentations or corporate events.

Professional advice

The individual consultation and high level of service competence offered by the ICM is the basis for long-term, trusting relationships with customers. A well trained and experienced team of currently 25 project managers and technicians, plus partner firms, support ICM's customers professionally in all phases of planning and organising their events.

As a partner of the congress and meetings sector, the ICM also takes its ecological responsibility seriously: In association with Messe München, which in summer 2008 was certified by TÜV SÜD as an 'Energy-Efficient Company', the Munich congress centre is setting high environmental standards in energy acquisition and waste disposal, and thus helping to conserve natural resources.

Strong partner

In a joint effort with the City of Munich, Munich Airport and the hotel and restaurant trade, the ICM has for many years been highly successful in attracting major international congresses. One such is the renowned Congress of the European Cardiology Society (ESC); the concerted destination marketing activities have now resulted in this event being hosted in Munich and the ICM on two separate occasions.

Together with SevenCenters, the ICM has positioned itself on the international front as one of the seven largest and most important congress centres in Germany. In a marketing alliance of the 'leading centres of Europe', the International Congress Centre Munich has, since the middle of the year, been promoting itself as one of Europe's ten leading congress venues.

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

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