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## Cost-reliability and efficiency through technological innovation

- ICM – International Congress Centre Munich implements new standards in technical services and event processes
- 'Intelligent conference system' developed for AGMs

"Organisers of trade fairs, congresses and other events have ever higher requirements as regards technology and equipment," said Gerhard Gerritzen, Deputy Managing Director of Messe München GmbH with responsibility for the ICM – International Congress Centre Munich, speaking about the developments in congress and event technology. He went on: "For this reason, we are continuing to investing on an ongoing basis in the infrastructure and technology of our venue."

Gerritzen is confident that introducing innovative technology enhances not only the competitiveness of the ICM, but also improves cost-reliability and efficiency: "In the battle for pole position on the national and international congress and events market, permanent innovations leadership is an absolute must these days."

### Optimising equipment planning

One of the technological innovations implemented at the ICM is a very versatile inventory management system which greatly facilitates optimum planning and provision of equipment for events and increases efficiency. As well as quality and flexibility, this system, says Gerritzen, "also substantially improves cost-reliability for our customers and partners."

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## **Added certainty at AGMs**

As well increased efficiency, innovation also brings the ICM a number of event-specific benefits: For example, an 'intelligent conference system', specially developed by ICM's competence partners Neumann&Müller for use at AGMs, enables delegates' intercoms to be programmed, a feature which helps ensure the legal requirements regarding the order of events at such shareholder meetings are met. Clients like Linde, MAN, Munich Re and others benefit from the added certainty this provides.

Thanks to the installation of a new and innovative public-address system, the sound transmission quality at AGMs will in future be significantly improved in the presence region: Individual areas of the building can in future be controlled more selectively thereby giving added quality and security by ensuring even and comprehensive sound coverage in the presence region.

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## **ICM - International Congress Centre Munich**

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**

Messe München International (MMI) 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. Environmental protection and sustainability are key priorities in all MMI's operations, at home and abroad.

**For additional information and photos to download, go to: [www.messe-muenchen.de](http://www.messe-muenchen.de) and [www.icm-muenchen.de](http://www.icm-muenchen.de)**

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