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New Director of Technical Services aims to further sharpen the ICM's service profile

- Specialist in events and media technology makes a successful start as "Director of ICM Technical Services"
- Focus on optimising processes and services

His background is perfect: Christian Müller (33), most recently Technical Head of the Event Forum at BMW Welt, assumed the post of Director of Technical Services at the ICM – International Congress Centre Munich on 1 September 2009. A specialist in events and media technology, the new technical services boss at ICM is wasting no time in getting down to the job of further enhancing the processes and services at the centre. Right across all the different services provided for centre users, the idea is to develop and implement innovative new structures. For Müller, the work will in future focus on "service packages and solutions tailored precisely to customer requirements".

At the interface

Müller was immediately attracted to the task: "The wider dimensions of the operations at the ICM and the trade fairs, and the demands that have to be met, are an exciting challenge and an opportunity for me to further develop my own skills." As the new technical services head at the ICM, Müller, an engineer in media technology with a master's qualification in events technology, aims to put his expertise to good use, in particular at the interface between the customer, the ICM team and the service partners, "so that, together with the ICM team, we can further strengthen the excellent image of the ICM".

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Norbert Bargmann, the Managing Director at Messe München GmbH responsible for the new appointment, is pleased: "In Christian Müller we have managed to attract to the ICM a full-blooded events and media technology expert, who will be able to push ahead with our projects in the area of technology and services!"

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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.

About Messe München International (MMI)

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.icm-muenchen.de

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