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## Another major medical congress comes to Munich

- Renowned European Society of Human Reproduction and Embryology (ESHRE) to meet in Munich for the first time in 2014

ESHRE's decision in favour of Munich marks the successful conclusion of one of the largest joint bids by the City of Munich and the ICM – International Congress Centre Munich in the last two years. With at least 8000 delegates expected to attend the Annual Meeting of the European Society of Human Reproduction and Embryology ([www.eshre.eu](http://www.eshre.eu)), this is currently one of the largest medical congresses in Europe. The ESHRE operates in one of the fastest growing and most forward-looking fields in modern medicine.

### Ideal infrastructure

For the organisers of the ESHRE Annual Meeting, which takes place each year at a different city within Europe, it was the many local benefits which tipped the balance in favour of Munich. "This destination not only has an ideal infrastructure, it also has ultramodern and highly flexible offers for major congresses, in terms of the services and space it offers," is how Bruno von den Eede, Managing Director ESHRE, explained the choice of Munich.

### Core competence in hosting major congresses

By attracting the ESHRE Annual Meeting to the Bavarian capital, Munich has once again underlined its core competence in the field of hosting large-scale medical congresses.

By the end of 2014 alone, no less than six other medical societies and congress

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organisers are firmly booked to hold events in the ICM. These include:

- the Cardiovascular and Interventional Radiological Society (CIRSE) in 2011,
- the Deutsche Gesellschaft für Rheumatologie (DGRH) in 2011,
- the 15th International Congress of Catalysis (ICC) in 2012,
- the European Society of Cardiology (ESC) in 2012 and
- the Deutsche Gesellschaft für Gynäkologie und Geburtshilfe (DGGG) in 2012.

The City of Munich and the ICM are currently engaged in bids to host a wide range of other major international events.

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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 congress and event organisers tremendous flexibility and scope. 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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