
PRESSE-INFORMATION • PRESS RELEASE • COMMUNIQUÉ DE PRESSE • COMUNICATO STAMPA .

No. 6/e

November 2008

Sales and marketing team expanded at ICM

- Closer customer relations and more individual consultation are the focus of the new team

The International Congress Center Munich is aiming to further enhance its reputation as a top location in the congress and meetings sector in the coming years. For this reason it is now expanding its Sales and Marketing team.

The present team of Sandra Klinger, who at the end of 2006 came from the World Conference Center in Bonn to the ICM in Munich, her home town, and Britt Grobholz, now "back on board" after eighteen months maternity leave, has now been joined by two new members: Stefanie Kunzmann and Melanie Romeijn. Together they will be working on the national and international marketing of the International Congress Center Munich.

Prior to taking up her new post with Messe München, Stefanie Kunzmann, also from Munich, headed the 'Trade Fair and Events' Team at the energy company EnBW. A business graduate, Ms Kunzmann will also be using her expertise in marketing and new business development, gained during her time at the Stuttgart Exhibition Centre, "for this new challenge in this superb congress centre".

Melanie Romeijn, who started work for Messe München in 2003, has moved internally within the company from a similar function within the M,O,C,

Development Centre for New Trade Fairs and Congresses, to the ICM Sales and Marketing team: "The high international level of the business was what particularly attracted me to the new post."

Personal approach

Under the management of Andrea Bisping, who took over as Director of the International Congress Center Munich in February this year, the newly formed Sales and Marketing team will be providing individual consultation to long-standing and new customers, and further strengthening the service profile of the ICM.

Andrea Bisping sees this strengthening of the Sales and Marketing department as a logical step on the road to implementing the corporate philosophy: "We want to communicate our respect and high regard for our customers in a close customer relationship, take an active and solutions-oriented approach and, with our friendly team, present the human face of the ICM."

On tour

The ICM is going on tour again this coming year. Scheduled so far are workshops and trade fairs for the congress and meetings sector, such as IMEX 09 and EIBTM 09.

At EIBTM 09, which takes place at the beginning of December in Barcelona, the new ICM Sales and Marketing team will be promoting the destination of Munich, in cooperation with the Kongressbüro München.

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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.

Messe München International (MMI)

Messe München International (MMI, Munich Trade Fairs International Group) 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.

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

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