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Andrea Bisping chairs Munich ICCA Committee

- Election of ICM Director Andrea Bisping as Chairwoman underlines the spirit of trust and partnership within the congress business in Munich

On 1 April 2009, Andrea Bisping, Director of the International Congress Centre Munich (ICM), was elected as the new Chairwoman of the Munich ICCA Committee (MIC), a successful alliance of partners in the Munich congress business. Following on from Peter Trautmann, COO of Flughafen München GmbH (Munich Airport), who chaired the committee up to the end of 2008, Andrea Bisping aims to step up the concerted activities in destination marketing and push ahead successfully with broadening the international scope of the congress activities.

Election welcomed by all the partners

The election of Andrea Bisping as Chairwoman of the Munich ICCA Committee is further confirmation of the spirit of trust and cooperation among the players in the congress and conventions business in Munich. All members of the MIC welcomed the appointment. Peter Trautmann, her predecessor in office, congratulated ICM Director Andrea Bisping warmly: "I am delighted that Andrea Bisping, as Director of the International Congress Centre Munich, will be taking forward the interests of the Munich congress sector with a combination of feminine charm and strong competence in the field. In the short time she has been at the ICM, she has successfully built up wide-ranging contacts within the industry, which played a part not least in the successful hosting of the renowned cardiologists congress in 2008.

As Chairwoman of the Munich ICCA Committee, Andrea Bisping will further strengthen the position of Munich as a top international destination, in particular in the current difficult market environment, and sharpen the profile of Munich across all segments of the congress business."

The Munich ICCA Committee (MIC) is a grouping of the Munich-based members of the International Congress and Convention Association (ICCA). Its aim is to offer professional congress and event management at a local level. (Further information: www.icca-muc.de and www.icm-muenchen.de).

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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) 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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