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ICM boosts its international profile

- Together with nine other European congress centres the ICM has launched the 'Leading Centres of Europe' marketing alliance
- Over 70 key international accounts attended the first joint customer presentations

The International Congress Center Munich (ICM) is stepping up its international profile: As one of the ten 'Leading Centres of Europe', the ICM will in future be promoting itself internationally together with the leading congress centres from nine other European countries.

Included in this new marketing alliance are the Amsterdam Rai (Netherlands), the Austria Centre Vienna (Austria), the Barcelona International Convention Center (Spain), Geneva's Palexpo (Switzerland), the International Congress Center Munich (Germany), the Lisboa Congress Centre (Portugal), the Milan Convention Centre (Italy), the Palais des Congrès de Paris (France), the Scottish Exhibition + Conference Centre (Glasgow, Great Britain) and the Stockholm Exhibition & Congress Centre (Sweden).

Similar capacities

The ten congress centres in this initiative are comparable in terms of space, room capacities and quality standards. In future, therefore, they will be putting on joint presentations on the global congress and meetings market, and promoting their services as an alliance, to major international clients.

Tremendous response

In May this year the alliance of ten leading European congress centres held its first two joint presentations in Paris and Brussels. The response exceeded all expectations – over 30 large international organisers and key accounts quickly accepted the invitation to attend. Here they were able to find out, at first hand and at one event, what all the associated congress centres and their countries could offer. There was a similarly positive response at the following events in Geneva and London in autumn this year, attended by a further 40 key accounts, all keen to discuss ideas and expand international contacts.

As well as the joint marketing activities and customer events, the Leading Centres have been promoting themselves online, as of June, at: www.leadingcentres.com. This site contains information on room capacities, exhibition space and any services packages offered by the participating congress centres.

Key cooperations

For many years the ICM has been engaged very successfully in cooperations to position itself on the international market. Together with the City of Munich, Munich Airport, Munich's hotel and catering trade and other regional partners, the International Congress Center Munich has been successful in attracting major congresses to the city, such as the Congress of the European Society of Cardiology (ESC). As a member of the 'SevenCenters of Germany' the ICM is tapping into national synergies for international activities (www.sevencenters.de). In the alliance with the Leading Centres of Europe, the aim is to further internationalise the personal customer service provided by the centre.

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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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