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Organisers show keen interest in 'city marketing'

- Around 20 international associations and PCOs met up at a business lunch in Geneva at the invitation of the Munich congress and convention sector
- City marketing for the Cardiologists Congress 2008 was a focus of particular interest

Under the motto 'Meet Munich', the partners in Munich's congress and convention sector invited international association and corporate clients to a business lunch in Geneva at the end of February this year. At this joint meeting the Munich Convention Bureau, the ICM, leading PCOs such as Eurokongress and Interplan, Munich Airport and representatives of Munich's top hotels outlined the benefits of Munich as a location for congresses and conventions and detailed the infrastructure and services it provides.

The participants in the event were particularly interested in the city marketing activities launched in Munich for the congress of the European Society of Cardiologists (ESC) in 2008. The 20 or so international organisers gathered in-depth information on possible marketing packages and ideas on how to implement them for specific events – for example, branded welcome and check-in counters at the airport and in the hotels, and extending the branding out into the wider city region, as was done for the ESC.

Regular meetings



EVVCO

GCB



In future the main players in the Munich congress and convention business, organised in the Munich ICCA Committee, are planning to put on two such compact working events twice a year at selected European congress destinations. The emphasis will be on networking and exchanging information (for further information, go to: 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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