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Berlin – From Walled City to World City

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Twenty five years after the Fall of the Wall Berlin presents itself as a dynamic metropolis for conventions and meetings

Dear Reader!

The 25th anniversary of the Fall of the Berlin Wall will be celebrated on 9 November 2014, a historic anniversary that will once again put Berlin in the international spotlight. The German capital is expecting hundreds of thousands of visitors from Germany and abroad.

"Hardly any other city has changed as much as Berlin within such a short period of time", says Heike Mahmoud, Director of visitBerlin Berlin Convention Office. "Twenty five years after the Fall of the Wall, Berlin is a vibrant metropolis which attracts visitors with its very special flair of vivid history and trendy places that offer unique ambiances for meetings and conventions."

Berlin at IMEX America

The anniversary will be a central theme at Berlin Convention Office's stand at this year's IMEX from 14 to 16 October in Las Vegas. Visitors to the **Berlin Lounge (booth 2524)** can get a first impression of the special events which will take place in the city around 9 November. The highlight of the celebration will be a light installation made up of 8,000 helium-filled balloons which will run for fifteen kilometres along the former center course of the Wall.



Successful Destination for Congresses

Since the Fall of the Wall, Berlin has become one of the most successful destinations for congresses and meetings in Germany. The market has more than doubled in the last ten years and is now one of the most important economic engines for Berlin. In 2013, about 126,000 events took place in the German capital with more than 10 million participants. One of every five attendees came from outside Germany. Also the number of associations opting to hold their meetings has climbed continuously. Currently Berlin is in fifth place in the renowned global ICCA statistics.



Popular Location for Events in Science and Medicine

"Berlin has increasingly positioned itself as a venue for medical and scientific congresses, and also offers platforms for innovations and trends", says Heike Mahmoud. Measured by the number of participants, meetings and conferences related to medicine, science and research are in first place. High ranking summits like the World Health Summit and the annual Diabetes Congress strengthen the city's role as the leading location for medical conferences in Europe.

Wide Network of Partners

Twenty five years after the Fall of the Wall, Berlin boasts a wide range of modern hotels which offer guests a reliable service as well as good value for money. In addition, it provides event organizers with a large choice of unusual locations: from former railway depots and transformer stations to modern congress halls.

"Berlin has an excellent and well-developed network of hotels, venues and service providers. This is an essential premise for the successful implementation of congresses and events", says Heike Mahmoud. New venues like the CityCube Berlin with its flexible concept and the expansion of the Estrel with a new Convention Centre in the near future send strong signals and will strengthen Berlin's position in the domestic and international market.

More about the congress destination Berlin: convention.visitBerlin.com

