

Berlin in worldwide demand as a conference destination

The German capital places fourth in the current city rankings of the International Congress & Convention Association

Berlin, May 14, 2010 Berlin is one of the four most important locations for association congresses in the world, according to the current statistics of the International Congress & Convention Association (ICCA) for the year 2009. With 129 events by international associations, the German capital was able to move up one place, leaving cities such as Singapore (119) trailing behind it. The destinations leading the rankings are Vienna (160), Barcelona (135), and Paris (131).

This positive result for Berlin can mainly be put down to the great conditions that conference organisers find in the city: Europe's most modern hotel landscape, excellent value for money, diverse conference facilities such as the ICC Berlin, and numerous extraordinary venues. In addition, the Berlin Convention Office (BCO) of Berlin Tourismus Marketing GmbH is available as a central and competent point of contact for conventions, conferences, and corporate and promotional events.

Heike Mahmoud, Conventions Director of the BCO: "The current 2009 ICCA ranking confirms that Berlin as a conference metropolis is taking a leading role in holding international association conferences. This year, we are placing strong emphasis on the topics of economics, research, and progress. The Berlin Year of Science 2010 is currently attracting great international interest and is an ideal opportunity for decision-makers of the conference industry to discover the qualities of the German capital. The word on everybody's lips is that Berlin will continue to be a leading conference location in the future."

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