

Berlin in 4th place in the international congress ranking

- **Berlin is holding its own amongst the densely packed top field of international congress metropolises**
- **To date, 2017 is the most successful year for congress business in Berlin**
- **Berlin as a stage for major medical and digital conferences**

Berlin, 8 May 2018 Berlin has retained its 4th place ranking in international congress, according to the latest statistics of the International Congress and Convention Association (ICCA). Last year, Berlin hosted 185 congresses for international associations. Barcelona ranks first with 195 events. Vienna and Paris share second place, each with 190 association congresses. The ICCA ranking is one of the world's biggest benchmarks for international association congresses. It has a strong influence on the decision to award many major congresses.

"Berlin is successfully asserting itself in the international congress business", says **Burkhard Kieker**, CEO of *visitBerlin*. "To continue to be able to play at the top in the future, decisions for additional capacities must be made now. Reopening the ICC or converted hangars at Tempelhof would be a great sign."

Since 2004, Berlin has ranked among the top 5 in the ICCA statistics. This year, the distances between congress destinations in the densely packed top group are narrow: There is a difference of only five events between 2nd and 4th place. The ICCA ranking is one of the world's biggest benchmarks for globally held association congresses. Only international association congresses with at least 50 participants are included. The events must take place regularly and alternate between at least three different countries.

To date, 2017 is the most successful year for congress business in Berlin

According to official statistics from the *visitBerlin* Berlin Convention Office, in 2017 approximately 11.7 million participants (+1% compared to 2016) attended 140,200 events (+2%) in Berlin. For the first time, the conference and congress market generated a net added value of more than one billion euros. The Berlin congress business thus successfully grew last year.

2018 congress highlights: Medical and Technology Industry meet in Berlin

Berlin has also established itself as a location for congresses that are not included in the ICCA ranking - in particular digital events and major medical and health congresses.

For example, in July 8,000 experts travelled to Berlin for the Federation of European Neurosciences conference - the largest international neuro-science conference. Around 18,000 diabetologists are expected to attend the European Association for the Study of Diabetes conference in the city from 1 to 5 October. A few days later, the World Health Summit will take place for the tenth time. This international forum for discussing major global health issues attracts around 2,000 physicians, scientists, NGOs, politicians, and industry representatives from 90 countries to Berlin.

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Press release



The **NOAH Conference** brings 4,000 leaders in the European internet and digital economy together from 6 to 7 June. Around 20,000 participants in the international tech and creative scene are expected shortly after this at the TOA tech open air festival. The Broadband World Forum 2018 is the world's largest and most important meeting in the broadband industry and will be held from 23 to 25 October.

For more information on Berlin as a congress location, go to convention.visitBerlin.de.

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"Inspiring the world for Berlin." With this mission, Berlin Tourismus & Kongress GmbH, operating under the *visitBerlin* brand, has been promoting Berlin globally since 1993 as a tourism and congress metropolis. Berlin now has more visitors than ever before. In 2017, Berlin recorded around 13 million guests and 31 million overnight stays. Berlin is also extremely popular for meetings and congresses – for over ten years, it has been one of the top 5 cities for international association conventions. As a tour operator, Berlin Tourismus & Kongress GmbH, a private sector company, also offers hotel accommodation and issues the Berlin WelcomeCard, the city's official sightseeing pass. visitBerlin operates the Berlin Tourist Info Centres and the Berlin Service Center available on +49 (0)30-25 00 25. On visitBerlin.com, Berlin's official tourism website, Berlin visitors can find all the information they need about every aspect of their trip to the city. Find out more about visitBerlin on about.visitBerlin.de

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