

## American IT companies gather in Berlin

Growing demand from IT and software companies from the USA / Berlin represented at IMEX America from 18 to 20 October

**Berlin, 18 October 2016** Look out for a piece of the Berlin Wall, because that's where you can find the German capital at IMEX America in Las Vegas from 18 to 20 October! Come over to the Berlin booth (#2623) and find out what makes the city one of the world's leading destinations for meetings and conferences.

The capital is not just on top internationally, as the current statistics from the International Congress and Convention Association (ICCA) show, but it is also currently popular with software companies from the USA.

"IT companies from the USA have discovered Berlin as a convention location", says Heike Mahmoud, Director of Conventions, *visitBerlin* Berlin Convention Office. "In recent months we have seen a marked increase in demand and have already received confirmations from several large conventions. Berlin scores international points particularly due to its image as a creative city and its lively start-up scene".

In addition to software companies, Berlin is also very popular among medical and scientific associations in the USA. This is also reflected in the convention statistics for the first half of 2016: 14 percent of the approx. 63,000 events that took place in Berlin can be attributed to "Medicine, Science and Research".

### Meeting Guide Berlin: the indispensable online tool for event organizers

At IMEX America, the Berlin Convention Office (BCO) from *visitBerlin* together with ten partners, including hotels, agencies, catering companies and Messe Berlin will inform potential clients about the latest trends in the German capital.

The latest offers for event planners include the updated Meeting Guide Berlin. Available at [meetingguide.berlin](http://meetingguide.berlin), the indispensable online tool combines around 340 of Berlin's convention hotels, locations, incentives and service partners such as agencies, catering and technology companies, decorators and mobility partners. As well as convention centers such as CityCube Berlin and the Estrel Congress Center, it also includes newly opened hotels like the Riu Plaza near the Kurfürstendamm and the 4 star Titanic Chaussee Berlin hotel in the center of the city.

For more information on Berlin as a convention destination, go to [convention.visitBerlin.com](http://convention.visitBerlin.com).

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# Press release



## **At a glance: All IMEX partners of the *visitBerlin* Berlin Convention Office (Stand no. 2623)**

### Hotels

- andel's by Vienna House Berlin
- Estrel Berlin
- Hotel ADLON Kempinski Berlin
- Hotel Berlin, Berlin
- 25hours Hotel Bikini Berlin

### DMC's

- CAMONSITE, CONFERENCE AND MORE GmbH
- Conference & Touring
- MR Congress & Incentive GmbH

### Congress centers

- Messe Berlin

### Catering companies

- Kofler & Kompanie GmbH

### ***visitBerlin***

"We know Berlin." This is the slogan that Berlin Tourismus & Kongress GmbH, operating under the trade name *visitBerlin*, has been using since 1993 to advertise Berlin globally as a travel destination. The *visitBerlin* Berlin Convention Office markets the city as an event location for meetings and conventions of all sizes. Berlin's popularity as a tourist destination continues to grow: with more than 30 million overnight stays in 2015, the German capital is as busy as ever. The city is also in great demand as a place to hold meetings: Berlin is currently the #1 destination for conferences and conventions organised by international associations. As a tour operator, the company offers a wide range of travel packages and also issues the official tourist ticket, the Berlin WelcomeCard. *visitBerlin* operates six Berlin Tourist Information Offices across the city. The Berlin Service Center (Tel. +49(0)30-25 00 25) provides information on the complete range of tourist offerings in Berlin. The website [visitBerlin.de](http://visitBerlin.de) provides information about the capital in 14 languages.

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