

## IMEX Frankfurt: Berlin rolls out the green carpet

- **Sustainable Meetings Berlin: a new initiative for sustainable event planning presented at IMEX Frankfurt**
- **Promotion at the Berlin booth: mix your own smoothies with ingredients from the herb garden**
- **Information on the new multifunctional hall “hub27”, available for major congresses from the second half of 2019**

**Berlin, 20 May 2019** Sustainable Meetings Berlin is an innovative new online platform for planning sustainable events in Germany’s capital that will be launched by the *visitBerlin* Berlin Convention Office at IMEX Frankfurt. The tool not only gathers sustainable offers from Berlin’s hotels, venues and service providers, but also offers tips for organisers who want to make their events more climate-neutral and environmentally friendly.

“With Sustainable Meetings Berlin we want to further strengthen the topic of sustainability in the MICE sector,” says **Iris Lanz**, Director Conventions at the *visitBerlin* Berlin Convention Office. “The platform focuses on the wide range of offerings in the German capital. This gives planners a valuable tool to help them creating a sustainable event. A dedicated network of partners stands behind the initiative. The content was developed with the MICE industry for the MICE industry.”

The partners’ sustainable offers are evaluated according to special criteria based on internationally recognised frameworks, and clearly presented in the Meeting Guide Berlin. In addition to the choice of sustainable energy sources, this also includes social criteria such as human resource management. The website is also an information tool and offers tips on how to save CO2 by choosing the right catering.

At the Sustainable Meetings Berlin counter (Stand F100/30), the team provides information about the new initiative. Visitors to IMEX can mix their own smoothies and pick herbs from the vertical garden to add to them. The electricity for the mixer is generated with own muscle power on a bicycle.

For more information on the initiative visit [convention.visitBerlin.de/sustain](http://convention.visitBerlin.de/sustain).

### “hub27” – a new multifunctional hall available for major congresses

Other partners will be providing information on the latest developments and trends from the hotel and venue scene at the joint F100/31 stand. “hub27” is a new multifunctional hall at the Berlin exhibition centre that will be available for events from the second half of the year. The event area is 10,000 m<sup>2</sup>, which means that the “hub27” can also be used for large congresses. Estrel Berlin is also expanding its congress capacities: Directly adjacent to the Convention Hall II, the Estrel Congress Center is being enlarged by a further 3,500 square metres. Twelve new rooms and an auditorium for 900 people will be built on two floors. The opening is planned for 2020.

For more information on Berlin as a congress location, visit [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

BC&A	Hotel Palace
Berlin Marriott Hotel	K.I.T. Group GmbH
Camonsite Conference and more GmbH	Messe Berlin GmbH
centromed Berlin-Spandau Betriebs GmbH & Co. KG	Park Inn by Radisson Berlin Alexanderplatz
CPO HANSER SERVICE GmbH	PRIME Limousines & More
Deutsche Telekom	The Ritz-Carlton, Berlin
Estrel Berlin	Time Change GmbH
Hilton	Waldorf

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