

Berlin supports the reboot of its event industry with comprehensive Relaunch Programme

- **Funding programme contains 13 measures for Berlin's event industry**
- **Global marketing campaign and a MICE Acquisition Task Force aim to increase visibility and draw new events to Berlin**
- **BESTIVAL 2022: Berlin presents itself to national and international event planners from 25 to 26 August**

Berlin, 12 April 2022 Berlin is supporting the industry for conferences, events, and trade shows in the German capital with a comprehensive relaunch programme. A total of 13 measures are planned over the next two years in order to help Berlin's event industry come out of the coronavirus pandemic stronger. These include global marketing campaigns, a MICE Acquisition Task Force for drawing new events, the international customer event BESTIVAL 2022 on 25 and 26 August in Berlin, the extension of the Berlin Congress Fund that provides funding to events in Berlin, and the expansion of the sustainability initiative "Sustainable Meetings Berlin".

Burkhard Kieker, CEO *visitBerlin*: "The Relaunch Programme will provide a significant boost to trade show and conference business. The event industry, which is so crucial to Berlin, can be successful again following two years of the pandemic. Our Berlin Convention Office looks forward to implementing the many good ideas with partners in Berlin from the fields of policy and business."

Oliver Staas, Spokesman for "Meetings, Trade Shows, Conferences" for *visitBerlin* Partnerhotels e.V.: "The specific relaunch measures for Berlin's MICE industry were devised in close cooperation with all players in the event industry. For members of *visitBerlin* Partnerhotels e.V. these result in tailored support services that will help Berlin achieve its leading position once more. The individual consultation of customers is particularly important in these times. For that reason, we're excited that the MICE Acquisition Task Force will be able to assist the BCO."

Marc Mundstock, Chairman of *visitBerlin* Convention Partner e.V.: "Our industry will need a long time to recover. We couldn't get through this difficult time without help, and will continue to need support in the future. Our thanks go out to the Senate of Berlin, who not only understood our value to this city, but also showed solidarity with other associations to pave the way for the relaunch."

BESTIVAL 2022: *visitBerlin* invites event and travel industry experts to the capital

BESTIVAL 2022 is one of the biggest funding measures for the event industry. The Berlin Convention Office and Market Management Department of *visitBerlin*, as well as partners in the Berlin event industry, invite German and international representatives from the MICE sector and travel industry to an innovative, festive event in Berlin from 25 to 26 August. Participants can expect an extensive schedule with networking opportunities and site inspections. Further information can be found at convention.visitberlin.de/en/bestival.

Press Release



MICE Acquisition Task Force: getting event planners excited about Berlin

In order to draw new conferences and events to Berlin, the Berlin Convention Office will implement a MICE Acquisition Task Force until the end of 2023. Agencies in the most important international markets, including the United Kingdom and North America, will support the Task Force in its international acquisitions.

Berlin Congress Fund: total funding increased

The Berlin Congress Fund, established in April 2021 by the Senate Department for Economics, Energy and Public Enterprises to support the city's and the national conference and convention industry is being extended until 31 December 2022. The funding sum per event has also been nearly doubled. Event planners now receive funding of up to 99,950 euros for their business event in Berlin. More information as well as the funding guideline can be found at convention.visitberlin.de/en/berlin-congress-fund. Applications for the Berlin Congress Fund can be submitted at kongressfonds.berlin.de/en/login.

Sustainable Meetings Berlin: promoting sustainability in Berlin's MICE industry

With the "Sustainable Meetings Berlin" initiative, the Berlin Convention Office has for years actively supported the city's event industry in becoming more sustainable. The package of measures further expands the scope of consultation and training services, as well as the service for acquiring "Sustainable Partner" certification. Information on sustainable meetings can be found at convention.visitberlin.de/en/sustainable-meetings-berlin.

Further information on Berlin as a convention hub can be found at convention.visitBerlin.com.

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