

Meet in the World of Berlin: For the first time ever, the German capital is going to be having its own Berlin booth at IMEX Frankfurt

- The Berlin Convention Office and 15 partners will be presenting the news and trends from the capital at the new Berlin booth from 23 to 25 May (booth number F010)
- Focussing on sustainable event planning: Experts from Sustainable Meetings Berlin give practical tips for resource-saving events
- ‘Bestival’: Berlin invites to the event industry’s best practice festival, which is to be held on 6 and 7 July

Berlin, 15 May 2023 From 23 to 25 May, *visitBerlin*’s Berlin Convention Office (BCO) and 15 partners will jointly present the capital's diverse range of offers for meetings, congresses, events and incentive travel. For the first time ever, they will be doing so at their own Berlin booth. In the past, the capital was prominently represented at IMEX through a large Berlin counter at the German joint booth.

Featuring presentations and Q&A sessions, the booth programme will focus on how business events can be planned and conducted more sustainably – For example, this could be done with the support of *visitBerlin*’s [Sustainable Meetings Berlin](#) initiative. The path that leads to a more resource-efficient and CO2-conscious event will be illuminated on the basis of the ‘Bestival’, the international industry get-together of the MICE and tourism industry which is scheduled to take place in Berlin on 6 and 7 July. On the first and second day of IMEX, visitors are invited to an after-work drink and networking session with typical Berlin music from 4 pm.

“In the era of climate change, sustainable event planning is a ‘must-do’. With Sustainable Meetings Berlin, we are helping to minimise the CO2 footprint and resource consumption at events”, says **Marco Oelschlegel**, Director Conventions of the *visitBerlin* Berlin Convention Office. “I also warmly invite all visitors to the fair to come and talk to us personally at our new Berlin booth to find out more about the wide range of offers in our city and the support available from the congress fund.”

‘Bestival’: International industry festival from 6 to 7 July in Berlin

Berlin continues its creative success format ‘Bestival’, and invites once again this year to the best practice festival for the tourism and MICE industry. Around 800 national and international guests are expected in the capital on 6 and 7 July. They will have the chance to discover new Berlin offerings at site inspections, be inspired in exciting keynotes and receive further training in workshops.

The impressive industrial monument ‘Magazin in der Heeresbäckerei’ on the Spree and the diverse world of experience of the Sage Club form the backdrop for the international business event. Five worlds of experience – ‘Berlin Sustainable’, ‘Berlin Lifestyle’, ‘Berlin Culture’, ‘Berlin Community’ and ‘Berlin Innovation’ – will be covered with presentations, live acts or panel talks.

Press Release



The conception, organisation and implementation of the 'Bestival' follow the criteria of the sustainability initiative 'Sustainable Meetings Berlin', as well as the ISO standard 20121 for sustainable event management. Further information and registration at bestival.berlin.

At a glance: All IMEX partners of the *visitBerlin* Berlin Convention Office

andel's Hotel Berlin	Hotel Bristol Berlin
Amano Hotels Berlin	Hotel Palace
Axica Kongress- und Tagungszentrum	JW Marriott Hotel Berlin
Café Moskau	Messe Berlin
Estrel Berlin	Scandic Hotels
Grand Hyatt Berlin	Titanic Hotels Berlin
Holiday Inn Berlin Airport	Westin Grand, Berlin
Hotel Berlin, Berlin	

Information about Berlin as an event destination at convention.visitberlin.de/en.

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"Inspiring the world for Berlin." With this mission, Berlin Tourismus & Kongress GmbH promotes Berlin's destination management as well as the city's tourism and congress marketing. Under the *visitBerlin* brand, the company is a partner, actor, source of creative ideas, and networker. Its remit is focused on sustainable product development and marketing city-compatible tourism services in all twelve Berlin boroughs with the aim of maintaining the life quality of local residents and harmoniously increasing experience value for visitors. As a tour operator, *visitBerlin* also issues the *Berlin WelcomeCard*, the city's official tourist ticket, and operates the Berlin Tourist Info Centres. On visitBerlin.de, Berlin's official tourism website, Berlin visitors can find all the information they need on every aspect of their trip to the city. Find out more about *visitBerlin* on about.visitBerlin.de

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