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Berlin offers convention industry more for its money

Cultural diversity combined with good value for money – these are Berlin’s winning features that convince international planners of conventions and meetings in times of crisis. This is the conclusion of Meeting Place Berlin which was staged in Berlin from 2 to 6 July at the Technology Museum. Around 150 participants from countries like the USA, Russia and Italy, got to know the convention destination Berlin during the international workshop.

The Berlin Convention Office of Berlin Tourismus Marketing GmbH (BTM) has now organised Meeting Place Berlin five times. 47 exhibitors from the Berlin convention and event sector provided information on the wide offering of the German capital. The diverse nature of events in Berlin, its modern hotel landscape and environmentally friendly services coupled with excellent value for money met with particular interest. In cooperation with BTM-Partnerhotels e.V. and BTM Partneragenturen Berlin e.V. the participants were privy to an entertainment programme in addition to the workshop that culminated in a visit to a Classic Open Air Concert on Gendarmenmarkt.

Burkhard Kieker, CEO of Berlin Tourismus Marketing GmbH commented, “The convention sector is one of the most important economic drivers for the German capital. I am delighted that so many decision-makers from the international convention and meeting industry accepted our invitation. They had an opportunity to familiarise themselves with Berlin as an attractive location for their events, a city that can offer them an outstanding infrastructure and excellent value for money.”

Further information on the convention destination Berlin can be accessed on the website www.berlin-convention-office.com.

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