



## Germany:

### Europe's leading meetings destination and number two worldwide



The conventions, events and incentives market is a major economic sector with a promising future. Germany itself plays a major role - as the second largest congress market in the world and as Europe's leading meetings destination, number two worldwide behind the USA.

A total of some 2.46 million events are organised annually with over 300 million attendees. Business travel in Germany accounts for a total turnover of 64 billion Euros. Strengthening awareness of our industry and intensifying dialogue with German political decision-makers are important processes in securing future development and growth opportunities.

Under the title, *"The Meetings Industry in 2030 – a Vision"*, the German Convention Bureau (GCB) and the European Association of Event Venues (EVVC) presented the current situation of the meetings industry to a German parliament (Bundestag) tourism committee hearing on 13<sup>th</sup> April 2011 in Berlin. Future prospects and possible developments were discussed.

This hearing was not only an important milestone in dialogue between the meetings and events industry and political decision-makers but also part of the GCB's new strategic reorientation, as well as being one of a number of joint activities with the EVVC. Topics included the industry's strong economic situation, Germany's leading position in the field of green and sustainable meetings, competitive taxes and the role of the public sector as an organiser and operator of event venues. Positive feedback from the committee members illustrated that politicians do take great interest in the concerns of the meetings sector.



To further intensify political lobbying, the GCB and EVVC are staging a joint industry 'Capital City Congress' from 18<sup>th</sup> to 20<sup>th</sup> June 2012 in Berlin, in co-operation with the Germany Chapters of International Congress and Convention Association (ICCA), Meeting Professionals International (MPI), Society of Incentive & Travel Executives (Site) - as well as the German Travel Management Association (VDR) and the Association of German Event Organisers (VDVO). This event is a major step in establishing an effective communications platform for more regular and increased dialogue between the meetings and events industry and representatives from the worlds of business and politics.

Congresses, conferences, trade conventions, meetings, seminars and motivational events are places of constant expertise enhancement, knowledge transfer, business networking, performance improvement and lifelong learning. In view of global competition, it is more important than ever that German providers join forces and make their position clearer in politics, industry, science and society as a whole. The 'Capital City Congress' should send out the right signals by pooling resources, using synergies and placing meetings and events of all kinds in focus.