



ICC Berlin - 30 Years of Excellence

There was a good reason to celebrate on 2nd April 2009: The International Congress Center Berlin celebrated its Thirtieth Anniversary – and is still at height of success. In all these years we have been a leader in setting trends for the MICE industry.

First of all with the centre itself:

- ICC Berlin was the first congress centre in the world with a direct link to large exhibition grounds.
- ICC Berlin has set international standards with its room infrastructure.
- ICC Berlin offers exceptional multifunctional solutions in its hall 2: In a very short time an auditorium can be changed into a banquet hall.
- ICC Berlin was the first congress centre to enable quick, secure and direct access to the internet and the intranet via an ATM net, back in 1997.
- ICC Berlin was the first congress centre with wireless access (WiFi) to the internet everywhere in a building, starting in 2001.

Until today the ICC Berlin has been a model for new congress centres all over the world. One of the latest examples is the Melbourne Convention and Exhibition Centre, which will be opened in summer this year. Research regarding the right size and the structure of meeting rooms was made here.

The ICC Berlin elevated the capital into a major league of global congress destinations

When the ICC Berlin opened on 2nd April 1979 it elevated the German capital into a major league, alongside global congress destinations. On 2nd April 2009 the ICC Berlin looks back on 30 years of congresses, and an impressive story of success. Over a period of 30 years, hosting an overall total of 17,777 congress and show events attended by approximately 11.1 million participants, the ICC Berlin became one of the most sought-after event venues in the world. An above-average attendance and the high number of events held here led to an average of 1.6 events with 1,014 participants on each of the 10,950 days on which events took place at ICC Berlin. Over the course of 30 years, Europe's largest conference centre registered 6.4 million congress participants from around the world who took part in approximately 16,000 conference events. Of this number, more than 2.9 million professionals travelled to the German capital from abroad. In addition, over 4.7 million guests visited approximately 1,700 show events such as concerts, musicals, operas and ballets.

The ICC Berlin is looking into the future with great confidence. Early bookings have been taken for the year 2019.