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## Munich regains its lead in the race for the ESC Congress

### Acquisition coup

- European Society of Cardiology (ESC) returning to Munich in the autumn of 2018
- Up to 30,000 participants expected at the congress
- Those responsible at ESC enthusiastic about Munich as congress a destination

It is now official: In 2018, the congress of the renowned European Society of Cardiology (ESC) will take place in Munich again. The joint bid submitted by the Teams from Messe München and the city of Munich prevailed over several international competitors.

As many as 30,000 heart specialists from around the world are expected in Munich in 2018. The most significant scientific gathering for cardiologists in the world is holding its event in Munich for the fourth time after 2004, 2008 and 2012.

For Reinhard Pfeiffer, Deputy CEO of Messe München, that is a strong demonstration of confidence: "The European Society of Cardiology's decision corroborates the fact that Munich is the perfect setting for events of this magnitude. Conditions in Munich are perfect for congress organizers and visitors alike. This contract and the congress of the European Lung Society that just came to a successful end with 22,000 participants underscore Munich's position as one of the most important congress destinations in Europe."

Mayor Josef Schmid, who is in charge of Munich's Department of Labor and Economic Development, considers the fact that Munich was awarded this contract again a great success: "It demonstrates yet again that Munich plays an important role in the competition among the major congress destinations. Once again, organizers made the right choice by putting their trust in Munich. Messe München International is an outstanding event venue. And as always, the city will present itself as an accomplished host with plenty of wonderful things to experience. Finally, Munich is a city of knowledge where so much has been achieved, including in the field of heart surgery, making it the perfect setting for the ESC. Being awarded this contract also shows how effectively the responsible figures from the city, the trade-fair corporation and the congress sector collaborate for Munich's success as a host city."

The signs that Munich's joint bid would meet with success were positive from the very beginning: Immediately after the ESC Congress 2012 in Munich, the responsible parties in the ESC showered Messe München and the Convention Bureau with a great deal of praise and compliments—and signaled that they

wanted to return again soon. The European Society of Cardiology especially praised the "expertise, experience, the first-rate congress and exhibition facilities and Munich as a city that receives congress guests with open arms." The ESC Congress 2018 will probably occupy the entire ICM – Internationales Congress Center München and several exhibition halls (seven in 2012). For Munich and the region, large-scale congresses such as the ESC come with a great deal of purchasing power. A recent study by Munich's Ifo Institute for Economic Research revealed that congress participants are a very special economic factor: On average they spend more than twice as much as average trade-fair visitors on travel, accommodations and their stay in Munich. According to the recent Ifo study, that is EUR 995 per congress participant.

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