



## Press release

### PREMIER LEAGUE FOR CONGRESSES: EUROPEAN UROLOGISTS TO MEET IN MUNICH FOR FIRST TIME

- More than 12,000 urologists expected at European Association of Urology (EAU) Congress in Munich from March 11 to 15
- Munich more popular than ever among physicians

Munich, March 10, 2016

Starting tomorrow, Munich will be a hotspot in the international medical community again. 12,000 urologists from more than 100 countries will meet at the **2016 EAU Congress**, which takes place at the ICM - Internationales Congress Center München and adjacent exhibition halls. At the annual congress of the **European Association of Urology** from March 11 to 15, delegates from around the world will discuss the latest research results and treatment methods for diseases such as prostate cancer.

The 2016 EAU Congress is one of two large-scale congress highlights this year alone. The next major congress: **EASD 2016**, the annual congress of the **European Association for Study of Diabetes** with 15,000 participants, from September 12 to 16. Both congresses will occupy the entire ICM and several exhibition halls.

According to Reinhard Pfeiffer, Deputy CEO of Messe München, "Munich plays in the international "premier league" when it comes to congresses. Europe's largest medical associations hold events in Munich on a regular basis."

Munich's list of references is correspondingly long: For example, the European Society of Cardiology (ESC, 30,000 participants) has been a guest in Munich in 2004, 2008 and 2012 and is coming back again in 2018. The European Respiratory Society (ERS, 20,000 participants) was a guest in Munich in 2006 and 2014. The EASD is returning to Munich for the second time after 2004.

"However, Munich is not just increasingly popular among physicians. The IT industry is also holding more and more congresses and company events in the Bavarian capital," explains CEO Pfeiffer.

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"Munich's excellent reputation is not without reason," emphasizes Monika Dech, Deputy Managing Director. "Congress organizers and visitors simply realize that Munich offers them perfect conditions." Munich scores points for its modern infrastructure, international connections, outstanding hotels and restaurants as well as flexible rooms and event space. Dech: "Add to that a successful joint marketing strategy between the City of Munich and commercial enterprises in the congress industry. That gives our congress applications a great deal of impact."

Both executives feel that joint marketing of the three Messe München venues, i.e. the Messe München trade-fair center, the ICM - Internationales Congress Center München and the MOC Veranstaltungszentrum München, has proven to be extremely effective. "We can respond to event requests from congress organizers with a great deal of flexibility and even offer them variable timeframes and space alternatives."

Information about the 2016 EAU Congress is available at

<http://eaumunich2016.uroweb.org/>.

#### **Messe München**

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich and abroad. 14 of those events are number 1 in the world in their respective industries. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey and South Africa. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.