



Press release

A VALUABLE NETWORK: MUNICH'S CONGRESS INDUSTRY STRENGTHENS ITS TIES WITH SCIENTISTS AT THE 'PROFS' MEETING'

- About 100 professors invited to MÜNCHEN HOCH5 for an exchange of experiences and networking
- Munich Congress Alliance (MCA) appreciates scientists as partners in the race for congress highlights
- Mayor Josef Schmid: "It's important to develop ideas together"

Munich, July 22, 2016

It's a tradition with a great future. For what was now the 25th time, over 100 professors and directors of Munich universities and research institutes met with the representatives of the Munich congress industry on July 21, 2016. At the 'Prof-Treff—'Profs' Meeting'—2016, there was an exchange of experiences and some intensive networking. For the congress industry, the scientists form a valuable link to various specialist fields and they represent Munich's scientific renown.

Munich Mayor Josef Schmid—as Head of the Dept. of Labor and Economic Development as well as top representative of the congress office at München Tourismus—thinks it is imperative to develop common intellectual approaches: "Where could an enduring framework for an international exchange and scientific discourse be better established than in Munich? As Germany's second biggest college location and with the elite universities LMU and TU, Munich offers ideal preconditions for scientific congresses."

For Andrea Bisping too as Chairperson of the Munich Congress Alliance (MCA), the 'Prof-Treff' is one of the most important dates in the year: "Future challenges for the congress sector can only be overcome if all participants at the Munich location cooperate closely with each other."

On behalf of all members and partners of the Munich Congress Alliance, Andrea Bisping, who heads the ICM – Internationales Congress Center München, took the guests of the 'Prof-Treff' on a journey into tomorrow's world of congresses: "The worldwide megatrends of technologization, globalization and demographic change will make the most diverse demands on the congress world."

Schmid and Bisping cordially thanked the professors present for their contribution to the success of the Munich congress network.

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For years, Munich has ranked among the top locations for major congresses worldwide. Organizers and attendees acknowledge Munich's modern congress infrastructure, the first-class hotels and gastronomy and, not least, the professionalism of those involved at the venue. A look at Munich's list of references for major congresses provides impressive proof of this: in the last ten years, virtually every leading European professional medical association has held its congress in Munich at least once.

Here is an excerpt with the approximate number of (expected) attendees in the respective years:

- European Society of Cardiology (ESC), 25,000–30,000: in 2004, 2008, 2012, 2018
- European Association for the Study of Diabetes (EASD), 15,000: in 2004, 2016
- European Respiratory Society (ERS), 18,000–20,000: in 2006, 2014
- European Society of Human Reproduction and Embryology (ESHRE), 8,000: in 2014
- European Association of Urology (EAU), 12,000: in 2016

Official press photo for the 'Prof-Treff' 2016



Fresh ideas for Munich as congress location

Pictured from l. to r.: Mayor Josef Schmid, Head of the Dept. of Labor and Economic Development, City of Munich; Andrea Bisping, Chairperson of the Munich Congress Alliance and Head of the ICM Internationales Congress Center München; Geraldine Knudson, Head of München Tourismus; and Prof. Dr. Wolfgang M. Heckl, Director General of the Deutsches Museum in Munich



**Please also see the press report of July 22, 2016 from the
Dept. of Labor and Economic Development, City of Munich**

**Host of the ‘Prof-Treff’ is the Munich Congress Alliance – MCA e.V.,
represented by its members and partners:**

City of Munich

Dept. of Labor and Economic Development
München Tourismus – Congress Office

Congress / event agencies

Conference & Touring GmbH
DAPP AG
EUROKONGRESS GmbH
INTERPLAN AG
K.I.T. Group GmbH
myDMC GmbH
TAO European Incoming GmbH
trendhouse event marketing GmbH
Weichlein Tours + Incentives

Transport

Autobus Oberbayern GmbH
Flughafen München GmbH

Congress center

ICM – Internationales Congress Center München

Congress hotels

Bayerischer Hof
Hilton Hotels Munich
Holiday Inn Munich – City Center
Hotel Vier Jahreszeiten Kempinski Munich
Maritim Hotel Munich
Sofitel Munich Bayerpost
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