

## Hamburg doing great things – with IAPCO!

Doing great things – Hamburg Metropolitan Region! It is the time for the city to shout its new plans from the rooftops and to inform the world, starting at IMEX, of their proposed new and exciting CCH – Congress Center Hamburg. Part of that rooftop announcement is to ensure that IAPCO members, leading PCOs around the world, are kept informed of the developments that will affect both them and their clients, and provide exceptional opportunities for handling large events in a new environment in what will be one of the largest and most modern conference centres in Europe starting in 2019.

Hence the new partnership between IAPCO and Hamburg is born. Concluded at an inaugural breakfast yesterday and subsequently signed at the busy Hamburg stand, this partnership is another example of “business at IMEX”.



Andrea Weidinger, Head of Division Conventions of the HCB stated that “Becoming a partner of one of the most prestigious associations in the congress organisation sector makes us proud. The chance we get to work with numerous notable PCOs not only enhances our work but is also a clear statement – our destination is indeed capable of fulfilling all requirements set by the IAPCO and its members.”

“This is another example of a very successful partnership for IAPCO” commented Michel Neijmann, President of IAPCO, “Our members get first-hand experience of these new facilities, and far enough in advance to be able to offer this new centre to clients from the outset. We are kept up to date and the Centre is introduced direct to some of their potential key clients. We are delighted with this partnership agreement”.