

MEDIA INFORMATION

Hamburg Convention Bureau presents its “Unpack Hamburg” campaign at IMEX America

Hamburg, 17 October 2016 – The Hamburg Convention Bureau is to present Hamburg’s diversity as a meetings destination at IMEX America in Las Vegas from 18 to 20 October 2016. IMEX America, the American MICE trade fair, will also be the starting point for launching “Unpack Hamburg” – a cross-media campaign initiated by the HCB and aimed at systematically attracting international organisers’ interest in Hamburg as a conference and congress location.

Hamburg is an attractive, liveable and centrally located European city, and it has a lot to offer: its exciting business environment and its many strong economic sectors make Hamburg a hidden gem. The “Unpack Hamburg” campaign combines these two factors and is aimed at highlighting Hamburg’s attractiveness in front of national and international conference and congress organisers.

The campaign’s core element is a classic business wheeled suitcase that is “packed with Hamburg”. Over a period of twelve months the HCB will gradually unpack this suitcase and disclose the hidden and attractive sides of Hamburg to congress and conference organisers. The campaign will showcase what this highly liveable city on the River Elbe has to offer and provide insights into Hamburg’s attractive business environment with its strong economic sectors, its rich academic landscape and some of the city’s innovative projects.

The HCB set this campaign up as part of its destination corporate partnership agreement with the International Association of Professional Congress Organisers (IAPCO). This partnership with IAPCO provides the HCB with direct access to some 120 professional congress organisers from 41 countries. With the partnership, Hamburg is striving to raise its profile as a congress destination among a highly international target group. In launching this creative campaign, the HCB aims to fully harness the opportunities and channels available through the IAPCO partnership with the goal of drawing the eyes of congress organisers towards the city on the River Elbe.

At IMEX Las Vegas you will find the HCB at the German stand, booth 2223–12.

The Hamburg Convention Bureau (HCB)

As a direct subsidiary of Hamburg Marketing GmbH, the HCB combines locational expertise with a broad spectrum of industry-specific knowledge, ranging from B2B meetings, conferences and conventions to large-scale public events. HCB is in charge of marketing Hamburg globally as a congress and conventions location and strengthening Hamburg’s profile internationally via highly visible public events.

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