

PRESS RELEASE

The new CCH – unmatched prospects for 2020

Following comprehensive modernisation beginning January 2017, the revamped CCH – Congress Center Hamburg is scheduled to open in August 2020 and is one of the largest of its kind in Europe. With a total available exhibition space of 12,000 m², another 12,000 m² of foyer space, and 12,000 seats in up to 50 halls and rooms, the congress center is the largest of its kind in Germany and can accommodate a wide range of events – from international specialist conventions with thousands of attendees to workgroup meetings in break-out rooms.

The new CCH can (nearly) do it all!

Few convention centers in Europe can compete with the CCH in terms of size and flexibility. All of its spaces can be configured to suit requirements. Its three structural subdivisions – the West, Center and East sections – and its four floors allow several separate events to take place at the same time. "For customers who wish to book two or all three sections, the CCH truly offers extensive opportunities," Heike Mahmoud, Chief Operating Officer, CCH – Congress Center Hamburg, says. Hall 1, which is under historical preservation protection, is an ideal venue for seated events with several thousand visitors. With up to 3,000 seats, it is Hamburg's largest hall with permanent seating.

Let the sunshine in

The modern style of the new entrance area gives a taste of the unique interior of the new CCH. Even on darker days, the huge glass façade ensures plenty of natural light inside. Throughout the building, an innovative lighting system provides perfect lighting conditions at any time of day and year. "We want all our guests to feel totally energised, happy and at ease in our building, whether they are attending a major international industry convention, a conference, a concert or a corporate event," Mahmoud confirms. This is why the new permanent seating in Halls 1 and Z was designed specifically for the needs of future visitors. Custom-developed for the new

CCH - Congress Center Hamburg, these upholstered seats are made by Poltrona Frau, a leading Italian manufacturer and the same company that supplied the seating for Hamburg's iconic Elbphilharmonie concert hall.

Strong sustainable standards

The CCH's planners placed great emphasis on sustainability, applying recognised principles such as those of the German Society for Sustainable Construction (DGNB). One of the key objectives was to ensure eco-friendly operation of the building. For example, the heating, ventilation and air conditioning system will use air drawn in from the adjacent park (Planten und Blomen). The venues also meets the international standards for a barrier-free convention center and therefore suits all delegates needs.

Well-known German firm Käfer is the exclusive caterer - "We prefer serving food that has been prepared in-house using fresh, seasonal and regional ingredients from organic farms whenever possible. We are constantly searching for new products that can help us meet our own high quality standards," explains Alexander Walter, General Manager of Käfer Service Hamburg GmbH.

Unmatched urban surroundings

The CCH - Congress Center Hamburg is located in the heart of Germany's second largest city and next to the picturesque Planten und Blomen park. The urban park is 47 hectares and stretches all the way down to the River Elbe. The exhibition complex and city centre are easily reached on foot as are public transport options. The Dammtor mainline train station and several other train, subway and bus stations are within a distance of 100 to 500 meters. As many as 100 hotels of any category are within walking distance, ranging from five-star hotels to budget B&B houses.

Florian Gerdes, Marketing Manager Conventions at Hamburg Convention Bureau, explains: "The opening of the revitalised CCH - Congress Center Hamburg marks a new congress age in our city. We will have the most modern

and largest congress centre in Germany and one of the largest in Europe. The CCH will welcome high level global connections and knowledge exchange and propel forward Hamburg on the international stage.”

Events booked ahead for the next 10 years

The new CCH will launch at the end of August 2020 and has many events already confirmed. The first event will be a global medical convention with 1,500 participants, followed by the German Jurist Convention. The CCH is in demand, as Heike Mahmoud explains: "Our list of inquiries stretches all the way to 2030, and we even have a few options for that year already. But we do our best to accommodate more short-term booking requests, as well."

In the meantime, planners can enjoy a preview of the expansive new venue – with a difference – thanks to a virtual rollercoaster ride in the city’s dedicated CCH showroom. The ‘CCHAIR RACE 4D’ whisks people around the venue complete with sensory effects.

www.hamburg-convention.com/en www.the-new-cch.com

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Notes to Editors

The Hamburg Convention Bureau (HCB) is a division within Hamburg Tourismus GmbH. Already since 2009, the HCB has been responsible for profiling the destination as a globally recognised premium location for B2B events. As part of a municipal marketing organisation, we are also the interface between tourism and business development.

www.hamburg-convention.com/en