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**Pressrelease**

## **New event for Munich: The most important facts about the 2014 European Respiratory Society Congress**

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- European Respiratory Society (ERS) expecting 20,000 participants to attend annual congress in Munich

- Large-scale conventions important source of revenue for local economy

Munich will be the respiratory-medicine capital in 2014: Once again, the European Respiratory Society (ERS) will meet at the ICM – Internationales Congress Center München from September 6 – 10. Some 20,000 physicians, scientists, nurses and other representatives of the health-care sector are expected to attend. The program of events includes hundreds of lectures and symposia about the latest research findings, techniques and strategies for treating respiratory diseases.

Having been here in 2006, the ERS is coming to Munich for the second time. Thanks to close cooperation between Messe München, the ICM – Internationales Congress Center München and the Munich Convention Bureau, Munich prevailed over several European competitors.

Reinhard Pfeiffer, Managing Director at Messe München: “Winning this bid a second time shows that Munich and the ICM enjoy an excellent reputation among international scientific and medical associations. It also reinforces Munich’s position as a leading location for medical conventions in Europe.”

Scientific conventions are an important source of revenue for the local economy. According to a study conducted by the ifo Institute for Economic Research (2008), congress participants spend an average of EUR 657 during their stay in Munich. That means that a single congress participant spends twice as much as an average trade-fair visitor (EUR 334). Another special characteristic of medical congresses is that they generally last longer than other congresses (four days instead of two on average).

The European Respiratory Society (ERS) was founded in 1990. It has more than 10,000 members in 100 countries, making it one of the largest non-profit medical organizations in the world. The ERS Congress has experienced continued growth: While there were still some 10,000 congress participants in the 1990s, approximately 18,000 participants attended the ERS’ annual meeting in Vienna in 2012.

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But before the pulmonologists come, Munich can look forward to an exciting year of congress events in 2013. They include several “newcomers” that reflect the wide range of topics covered by the portfolio of congress events held at Messe München venues:

- January 21 – 25: OOP 2013 Software Conference
- February 20 – 23: GTH – Annual Conference of the Association of Thrombosis and Hemostasis Research – NEW
- April 30 – May 3: Congress of the German Surgical Association
- June 17 – 19: The Data Warehouse Institute (TDWI) Conference
- June 27 – 29: Annual Conference of the German Senology Association – NEW
- July 6: Southern German Naturopathy Congress
- October 23 – 25: Environmental Systems Research Institute (ESRI) Congress - New

#### **About Messe München International**

Messe München International is one of the world’s leading trade-fair companies. In Munich alone it organizes around 40 trade fairs for capital and consumer goods, and key high-tech industries. Each year more than 30,000 exhibitors and over two million visitors take part in the events held at Messe München, the ICM – Internationales Congress Center München, and the MOC Veranstaltungszentrum. The leading international trade fairs of Messe München International are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen), a society for the voluntary monitoring of fair and exhibition statistics. In addition, Messe München International organizes trade fairs in Asia, Russia, the Middle East and South America. With six subsidiaries in Europe and Asia and more than 60 foreign representatives actively serving over 90 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.