

# Berlin wants to attract more MICE tourism

> Berlin - Motaz Othman

Berlin is both a first rate city and an ideal place for holding congresses and meetings. This is what I noticed during my participation in the congress "Meeting Place Berlin 2007", organized by the Berlin Convention Office, 14th – 18th June 2007, with the participation of 96 international organizers as well as journalists and tourist industry professionals.

It was my fourth visit to Berlin but I regard it as the first - the previous visits were taken up with Berlin (ITB). On this visit things were very different; I started to fall in love with Berlin and its inhabitants who are proud of their city. I too felt like saying: "I am Berliner".



A view from the boat

منظر من المركب

The visit to Berlin was spread out over four days. The program was intensive. The organizers gave us a comprehensive idea of the city of Berlin and what it can offer to organizers of congress and exhibitions, as well as tourists.

During the press conference on the second day Mrs. Heike Mahmoud, President of the Berlin Office of Congresses, her colleagues and directors of hotels and conference halls presented the facilities granted to the organizers by the office of the congresses of Berlin. A documentary film about the

various aspects of tourism in Berlin was also presented.

After this conference, we visited the Tempodrom Hall, which can accommodate more than 3,000 exhibitors and all kinds of congresses or festivities. In the evening, we visited the museum Hamburger Bahnhof of Berlin. During the visits we had the opportunity to exchange points of view and information.

On the third day, we had a tour through the principal attractions of Berlin. We were asked to check if we have our driving licence; we had the chance to drive cars which were used in East Berlin before the destruction of the Berlin Wall. The cars were model 601. Thus, we drove through this part of the city and saw the remains of the wall and many places of interest. This was followed by a boat tour on the river and lunch. Thereafter, we went to see some young peoples' arts exhibitions supported by the local authorities. We also visited the golf course.

Our fourth and last day was devoted completely to work. We visited ten five star hotels to see their conference facilities.

Mrs. Heike Mahmoud and her staff took great care to ensure our comfort and exhibited a high level of professionalism.

Berlin was presented to us in its true image by professionals with a cordial hospitality which reflects the concern of the organizers and their great devotion to their work and the welcoming of visitors. In Berlin you are a guest of Berliners. ■



Musical night

أمسية موسيقية