

Press Release

Healthy hearts: Munich hosts ESC Congress 2018

(August 23, 2018) The red-hearted rickshaws immediately catch your eye around the city. They're all part of the city's programme to welcome delegates of the ESC Congress 2018, the annual congress of the European Society of Cardiology (ESC). The city's marketing activities also include welcome flags placed around the city centre, exhibition grounds and major conference hotels, and the ESC branding at the airport. This reflects how important the congress is for the city and raises public awareness of the event. The rickshaws have been catching people's attention since August 1, 2018. The "hearty" welcome rickshaws are joined by others that promote the public event "Heart Information Day" organised by Munich Municipal Hospital at Odeonsplatz. This "Healthy Hearts for Munich" event will take place from 10.00 to 17.00 on August 25, 2018, giving the people of Munich the chance to find out all about heart health and feel like part of the convention.

Between August 25 and 29, 2018, around 31,000 cardiologists from around the world will meet for the fourth time in Munich to exchange their knowledge and ideas at the ESC Congress 2018.

An event of this magnitude doesn't just demand a lot of the city, industry and infrastructure; it also proves Munich is one of the most important

venues in Europe. All protagonists are working closely together. The branded rickshaws, for example, emerged from the collaboration between the city's convention bureau and the company Lederhosen Express, which is a member of Tourismus Initiative München e.V. (TIM).

The organisers of Munich's latest successful ESC Congress (2012) were impressed by the perfect organisation and high standards of the city's hotel and restaurant industry. This is how the City of Munich managed to stave off competition from other venues in Germany and abroad to acquire the ESC Congress for the fourth time.

Photos can be downloaded at:

<https://www.munich.travel/en-gb/topics/about-us/data-facts-and-news>

About the Munich Convention Bureau

The City of Munich's Convention Bureau is part of the tourism division of the Department of Labour and Economic Development. It is the first official contact partner and independent service provider for all national and international MICE planners. The Convention Bureau's unique strengths include its ability to offer customised solutions from a single source, thanks to its excellent network encompassing all levels of the city. The Convention Bureau faces challenges with creativity and passion. Its goal is always to ensure a successful event and a satisfied customer. As well as consulting and coordination, the Convention Bureau's service portfolio also covers acquisitions. In its efforts to successfully establish Munich as a hub for conferences and events, the Convention Bureau works closely with key figures in Munich's convention industry.