

Congress Center Leipzig / KONGRESSHALLE am Zoo Leipzig

Leipzig, May 2016

Bio-Tech Under the Palms:

Leipzig's KONGRESSHALLE am Zoo, a proven venue for scientific congresses

Since the 1 January 2016, Congress Centre Leipzig (CCL) of the Leipziger Messe GmbH has been the official operator of a new location in the heart of Leipzig. Alongside other events, the KONGRESSHALLE am Zoo has been host to various successful medical and scientific symposia.

Tradition and New Opportunities

The CCL has established the KONGRESSHALLE am Zoo, a fully-renovated, modern conference centre within the walls of a fascinating historical building. With its commissioning the CCL has further developed Leipzig's conference business and contributed to the positive development of Leipzig as a major player in the congress industry. The impressive historic building, originally opened in 1900 as a ballroom at the Leipzig Zoo, was the cultural heart of Leipzig for many decades. It was hardly surprising, therefore, that enquiries to host events such as orchestral concerts, festive balls or TV shows from local broadcaster Mitteldeutscher Rundfunk began well before completion of the renovation work. "We are delighted that the building is once again filled with life and playing host to cultural events, and that we can give an important part of the city's tradition back to the Leipzigers", says André Kaldenhoff, Director of CCL and KONGRESSHALLE am Zoo. "At the same time, our business model is based on an intensive use of the building as a modern conference centre. Association meetings and scientific conferences are among our main target group, and Leipzig, with its strong industry clusters, offers ideal conditions. We see a growing potential for the KONGRESSHALLE am Zoo, particularly in the field of medical congresses".

First Biotech Conference a Resounding Success

On the 26 and 27 April the building was host to the German Biotechnology Days (Deutsche Biotechnologietage DBT).

A forum for the exchange of experience and knowledge within the German biotechnology scene, the DBT is regularly attended by around 800 participants and is considered the most important national meeting within the biotechnology industry.

"We received very positive feedback from the participants; some felt that the conference in Leipzig was one of the best in the history of the DBT", said André Hofmann, Managing Director of biosaxony e.V. "The KONGRESSHALLE am Zoo Leipzig has proved its worth as an excellent venue", he further stressed. "With its modern facilities and equipment the venue

perfectly met all requirements, and at the same time, with its fascinating mix of historic and modern styles, it offered a very special and inspiring atmosphere.”

Two components of the KONGRESSHALLE make it an especially convincing venue for those wishing to run events: its flexibility and creative space concept. Although the "Expo" space is normally used as an exhibition area, during DBT 2016 it was converted into a meeting room, while the exhibition, with around 50 stalls, was set up in the Great Hall, which, with its 1,000 sqm area is normally used as an assembly room. The latest biotech innovations were therefore presented in an Art Nouveau ambience within a hall decorated with stucco ornaments and figurative representations of palms, peacocks, giraffes and foliage. Using this layout, conference organisers achieved the best flow between all the spaces where events took place.

Regarding logistics the organizers can draw on the expertise of the Leipzig Fair (Leipziger Messe GmbH). A team of experienced traffic consultants is in direct contact with the relevant authorities and can work out a traffic concept with planned time slots for smooth delivery of exhibits and construction of stands. FAIRNET GmbH, which belongs to the Leipziger Messe group, designed stand construction solutions for the KONGRESSHALLE that were successfully used during DBT 2016.

As operator of the KONGRESSHALLE, CCL is familiar with the special demands of academic conferences through many years of meetings at the Leipziger Messe. Through previous successful joint events, longstanding connections exist between CCL and BIO CITY LEIPZIG, an outstanding biotechnology-biomedical campus, in which industry, science and research work closely together. CCL also has strong links with biosaxony, the association that represents and connects business enterprises and scientific institutions of the biotechnology and life sciences sectors in Saxony. DBT 2016 event organisers were convinced by the expertise and dedication of Saxony's bioregion, as well as by the flexible spaces in the KONGRESSHALLE, both of which contributed to the success of this event.

Focus on Medical Conferences and Corporate Events

In February 2016 the first medical conferences were held at the KONGRESSHALLE am Zoo. From 18 to 20 February, the 8th German Cardio-Diagnostics Days took place alongside the 9th Leipzig Symposium Non-Invasive Cardiovascular Imaging. Around 500 participants attended the meetings. A special feature of the joint event was the direct broadcast of live surgeries into the KONGRESSHALLE. The modern technology available in all rooms ensured that the broadcasts took place smoothly and without any problems.

Shortly after, from 26 to 27 February, the *DDG Kompakt* of the German Society of Dermatology was held. With around 600 participants, the conference programme occupied 12 halls and meeting rooms and, for the first time, almost the entire KONGRESSHALLE was put into use. Forty exhibitors were also present.

Additional events at the KONGRESSHALLE am Zoo Leipzig this year include the *Congress of the Central German Surgeons* and the *International Symposium Neuroprotection and Neurorepair*. Alongside medical associations, well-known companies such as Siemens, Volkswagen or Philips have also discovered the KONGRESSHALLE as the ideal location for high-profile events. In fact, for 2016, its first full year of operation, more than 100 events in total have been planned at the KONGRESSHALLE.

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