

## PRESS RELEASE

### The new CCH – Stage to the world

Hamburg, May 19, 2015 – The CCH – Congress Center Hamburg continues its legacy as one of Europe's largest convention centers after undergoing remodeling and comprehensive modernization. With 12,000 sqm of exhibition space, 12,000 sqm of foyer space and 12,000 seats in up to 50 halls, the new CCH will be in perfect shape for the varying requirements of today's conventions and events when it reopens in 2019. The redesigned center will be able to accommodate several concurrent events practically without limitations. Plus, the generously-dimensioned entrance foyer gives the CCH an extra multi-purpose space that is perfectly suited for special events, such as product presentations or any other promotion events.

Over the last 42 years the CCH hosted more than 15,000 events, including over 130 global conventions, welcoming approximately 17 million visitors from Germany and abroad. With eight corporate annual general meetings of publicly-traded companies per year on average, the CCH has been among Germany's top-three venues for shareholders meetings for decades.

According to a study by German market research institute ifo, convention and conference attendees from outside Hamburg bring roughly EUR 96 million in purchasing power (indirect returns) to the city every year. The CCH currently secures about 1,400 jobs in companies outside Hamburg Messe und Congress GmbH (HMC).

As a key economic factor with a promising future, the new CCH will further enhance the attractiveness of Hamburg as a business hub. Key objectives include:

- Reinforce Hamburg's position as a leading European location for conventions
- Strengthen Hamburg's reputation as a cosmopolitan city
- Promote Hamburg as a meeting place for international / global corporate executives
- Position Hamburg as an innovation and science center
- Enhance the attractiveness of Hamburg as a host to global enterprises

The truly great aspects of the CCH will remain the same: Situated in the central part of the city in the immediate vicinity of numerous hotels and the Dammtor mainline train station, the CCH – Congress Center Hamburg is as attractive a venue as ever, and a world-class convention center.

"history designs future," says Edgar Hirt, Senior Vice President Congresses and Events at Hamburg Messe und Congress GmbH, describing the underlying concept for the new center. "In 2019 history will repeat itself: The new CCH – Congress Center Hamburg continues a unique tradition. When it opened in 1973, it was the most advanced convention center in Europe. We will shape our future based on over 40 years of experience."

The basic customer acquisition strategy of the CCH – Congress Center Hamburg targets major national and international conventions with more than 1,000 participants.

At the end of last year Hamburg Parliament gave the go-ahead for the conversion and expansion of the CCH – Congress Center Hamburg. The entire project is budgeted for EUR 194 million. Construction work is scheduled to begin in early 2017 for completion in 2019.

For more information and some first impressions of the new CCH please visit [www.cch.de/en](http://www.cch.de/en).

### **About Hamburg Messe und Congress GmbH**

Hamburg's fair site comprises some 87,000 sqm of exhibition space in eleven halls as well as 10,000 sqm of open-air space. Located in the heart of the port city, the CCH – Congress Center Hamburg is just a few minutes' walk away from all key points of arrival. With the Dammtor main line train station, the city airport, various rapid-transit and subway stations as well as several speedway exits nearby, the CCH is well-connected. Hamburg Harbor, the "Gateway to the World", the city itself with its shopping districts, the famous Reeperbahn, numerous hotels and many fascinating neighborhoods are within walking distance, as well. Every year the fair site is host to roughly 40 events organized internally or externally. The site allows several events to take place in parallel.

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