

Hannover: the trade fair and conference venue in the heart of Europe

***Hannover exhibition centre looks forward to an eventful year with numerous top-class events. Fairs which will consolidate the city's international reputation include CeBIT, which will cooperate with China as partner country in 2015, HANNOVER MESSE with India as partner country, Interschutz, the leading International Exhibition for Rescue, Fire Prevention, Disaster Relief, Safety and Security, and the AGRITECHNICA, the world's largest trade fair for agricultural machinery and equipment.***

Hannover can look back on more than 60 years as a leading international trade fair location. The city boasts the largest and one of the most modern exhibition centres in the world, with more than 460,000 m<sup>2</sup> indoor and 58,000 m<sup>2</sup> outdoor area. Flagship technology fairs such as the CeBIT, which will feature China as partner country in 2015, and HANNOVER MESSE (with India as partner country in 2015) are major innovation hubs. Other leading trade fairs such as DOMOTEX, LIGNA, BIOTECHNICA, CeMAT and IAA Commercial Vehicles regularly demonstrate the important role that this location plays as a stimulant for the economy. The exhibition centre is also an attractive venue for conferences and congresses and its central element, the futuristic Convention Center, won the prestigious "Location Award".

The capital city of Lower Saxony can be reached quickly and conveniently via Hannover Airport, the A2 and A7 motorways and the Deutsche Bahn ICE high-speed train services. A dense public transport network links up the entire region.

***Sensational rooms for successful conferences, congresses and events***

Hannover Region also plays a leading role as a congress and conference venue and can offer a wide choice of first-class and extraordinary locations. From the prizewinning exhibition centre, to Herrenhausen Palace (another "Location Award" winner), Hannover Adventure Zoo, Hannover Congress Centrum or the more than 100-year-old water tower, the metropolis on the banks of the River Leine features a whole range of attractive event venues.

***Diverse supporting programmes***

However, Hannover has more to offer than just ideal conditions for a successful corporate event, but also prides itself on the numerous cultural highlights and leisure amenities that can be used to create an entertaining and informative supporting programme. After a long day of in-depth discussions of serious subjects, delegates appreciate a visit to the opera or variety theatre in the evening. Other places of interest, such as Herrenhausen Gardens or the bustling city centre, and mega events such as the Maschsee Lake Festival or the International Fireworks Competition, countless theatres and the state opera house, museums and art galleries of international renown, such as the Sprengel Museum Hannover or the Kestnargesellschaft, provide endless opportunities to create a varied programme after a day of lectures and discussions. Visitors can relax in one of the city's many green areas, such as Eilenriede, the largest city forest in Europe, or on the shores of Maschsee Lake. Situated right in the heart of the city, the yachts and palm-lined promenade create a Mediterranean flair around the lake.

***Popular conference venue***

Central location, optimum infrastructure, highly diverse leisure amenities: it is this mixture that makes Hannover such an attractive venue for all kinds of conferences and congresses. The capital city of Lower Saxony, for example, hosted the 70th German Jurists Forum in September 2014, which was attended by 2500 delegates from all parts of Germany and from abroad. The conference calendar in 2015 will kick off with the Lower Saxony Veterinarian Conference in January and continue with the 20th German Municipal Energy Management Congress on 27/28 April. Tourism transcends all boundaries: with roughly 15,000 hotel beds, Hannover can also be counted on to play host to events in the surrounding region, such as the 18th European Marksman's Festival in Peine at the end of August.

***HannoverKongress: support from a one-stop shop***

HannoverKongress is the partner of choice for all congress and conference events in the city itself and in Hannover Region. As the conference service of Hannover Marketing und Tourismus GmbH (HMTG), HannoverKongress provides independent, individual advice and tailor-made solutions for the organisation of successful events. The HMTG [Hotel and Private Accommodation Service](#), the [Team City Tours](#) and the [Tourist Information](#) departments offer supplementary services that attend to all aspects of your journey and visit to Hannover.

***Advertising campaign on board Deutsche Bahn ICE trains***

In order to highlight Hannover's benefits as a trade fair and congress location, Hannover Marketing und Tourismus GmbH (HMTG) launched an advertising campaign on board Deutsche Bahn trains in November, featuring around 2000 adverts on around 70 ICE high-speed trains. This campaign will be seen by up to 23 million passengers per annum.

For further information, visit [www.visit-hannover.com/en/press](http://www.visit-hannover.com/en/press)

Photos for use by journalists are available at  
[www.hannover.de/en/photodownload](http://www.hannover.de/en/photodownload)

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