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## hub27 Berlin – Berlin’s new congress and event hall is now open in a virtual mode

### Messe Berlin presents hub27 Berlin at IMEX

IMEX in Frankfurt is one of the leading MICE trade shows, and the combined visitBerlin stand has been chosen by Messe Berlin for the presentation of its current building project, hub27 Berlin, and for a virtual tour of its new multi-purpose hall.

“What appears at first to be a marketing gag is in fact already assisting our customers with the actual planning for their events,” explains Dr. Ralf Kleinhenz, Senior Vice President and Head of the Guest Events Division of Messe Berlin.

“For example, it enables them to experience how the large hall can be divided into a number of smaller units.” Even at this early stage, at IMEX and also at [www.hub27-berlin.de](http://www.hub27-berlin.de), event professionals can obtain a realistic impression of the future congress and trade show hall, which offers a column-free main hall with 10.000 m<sup>2</sup> of event space, mobile partitions and multi-purpose entrance and conference areas as well as a roof terrace.

“The virtual display of hub27 Berlin is very helpful, because many organisers plan their congresses many years in advance. This enables them to already examine the additional opportunities available in Berlin”, according to Iris Lanz, Head of the Berlin Convention Office and Director Conventions for visitBerlin.

For Messe Berlin the new hub27 Berlin is an important stage in the implementation of a long-term master plan for the redevelopment and modernisation of the city’s exhibition grounds. The multi-purpose hall is due to open in April 2019, augmenting Berlin’s existing range of facilities for major events, congresses, conferences and exhibitions – under the slogan: More Berlin.

### About Messe Berlin

Based on turnover and growth, Messe Berlin is one of the world's ten leading trade fair companies. Each year it develops, markets and hosts hundreds of live events in Berlin and around the world. Its wide-ranging portfolio includes ITB, IFA, InnoTrans, FRUIT LOGISTICA and the International Green Week, all leading global trade fairs, as well as major conferences and iconic events such as the street celebrations (Fanmeile) at the Brandenburg Gate. Messe Berlin has around 90 foreign representatives who market events in over 170 countries. Each year some 30,000 members of the media from all parts of the world obtain accreditation for events on the exhibition grounds in Berlin where the company has its headquarters. Thus, Messe Berlin acts as a driving force of the metropolis that is Berlin. Its aim is to be an outstanding host for visitors to every event at Messe Berlin, to give individuals an optimum boost for their business and to ensure fair conditions for everyone. This approach is reflected in the company slogan: ‘Messe Berlin – Hosting the World’. [www.messe-berlin.com](http://www.messe-berlin.com)

This press release can also be found on the internet [www.messe-berlin.de/en/Press/PressReleases/](http://www.messe-berlin.de/en/Press/PressReleases/).

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