

Press Release

New “Congress Bavaria” award won by Munich professor

(13/07/2018) At this year’s ProfTreff event Mayor Josef Schmid, in his role as head of the Department of Labour and Economic Development’s tourism division, presented the first ever “Congress Bavaria” prize. The new honour, awarded by the Munich Congress Alliance (MCA), went to Munich Professor Dr Carsten Schmidt-Weber, who is Chair of Molecular Allergology and Environmental Research at Technische Universität München (Munich Technical University), as well as Director of the Centre for Allergies and the Environment (ZAUM) and the virtual Munich Allergy Research Center (MARC). Mayor Schmid thanked the recipient for his commitment to Munich as a congress location. Among other achievements, Professor Schmidt-Weber campaigned successfully for Munich to be selected as the venue for the European Academy of Allergy and Clinical Immunology (EAACI) Congress, the largest event in the field, between July 2017 and July 2018. Thanks to his efforts, the congress now enjoys worldwide attention and can be followed via livestream.

“ProfTreff” was set up in 1989 to form a multi-disciplinary communication platform for the congress industry and academia. It enables professors to promote Munich as a conference and congress location within their international working bodies and communities, and everyone involved in the event shares the common goal of attracting more congresses and conferences to Munich. In addition to bringing positive economic effects for

the city, prestigious events such as the EAACI congress and the European Society of Cardiology (ESC) congresses also improve Munich's international image as a scientific location.

More than 100 scientists from Munich's universities, institutions and research facilities attended ProfTreff at the Paulaner am Nockherberg hotel, at the invitation of the Department of Labour and Economic Development, the Convention Bureau and the Munich Congress Alliance (MCA).

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. Munich Congress Alliance – a network for professionals in the events industry, run by the Convention Bureau – has the task of specifically promoting the conference and events industry in Munich.