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Media contact:

Anja Eichhorn

(Senior-Project Manager Conventions)

Email: [kongress@ltm-leipzig.de](mailto:kongress@ltm-leipzig.de)



## PRESS RELEASE

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# Leipzig's Team Spirit for Successful Conferences and Congresses

UEFA EURO 2024™ is coming to Leipzig this summer. Many partners have been working together for months to prepare the city for an unforgettable festival of football. But Leipzig is not just the perfect destination for football fans: with its special team spirit, it also welcomes organisers of conferences and congresses. What makes Leipzig so special? Which team players work together to make your conference a success? And what does all this have to do with sustainability?

### **UEFA EURO 2024 host city: Teamwork for a festival of football**

Leipzig is a UEFA EURO 2024TM host city, making it one of ten German cities that will host the tournament this summer. Alongside the matches in the stadium, there will be a vibrant celebration of football in the city centre. The perfect opportunity for many thousands of fans from all over Europe to enjoy Leipzig's hospitality and outward-looking attitude. They will discover a city with an impressive past, an exciting cultural scene and a present that the locals just love. These and other reasons are what make Leipzig such a popular conference destination. Both UEFA EURO 2024TM and Leipzig's busy conference calendar show that this is a city that values teamwork.

### **Efficient and experienced team for conferences in Leipzig**

We are better together: this is the philosophy behind the congress initiative "Feel the spirit ... do-it-at-leipzig.de". The network of around 50 partners includes conference venues and hotels as well as service agencies, PCOs, mobility partners and more. Organisers benefit from this network's many years of collaboration and experience. They receive helpful suggestions and tailor-made support for the planning and implementation of their event. The Leipzig

Convention Bureau is the first port of call. The personal contact persons offer a wide range of services and can easily put organisers in touch with partners from the congress initiative.

### **IMEX 2024: Joining forces as ambassadors for Leipzig**

The congress initiative is also committed to raising awareness of Leipzig, which is why the partners like to join forces to present themselves as ambassadors for the city. The best example of this? IMEX in Frankfurt. From 14 to 16 May, just follow the glowing Leipzig lettering until you reach the joint stand. Representatives from the Congress Center Leipzig (CCL), Zoo Leipzig, the Porsche Experience Center Leipzig, the Leipzig Marriott Hotel, The Westin Leipzig and the Leipzig Convention Team from Leipzig Tourismus und Marketing GmbH will all be there in person. So there are six good reasons for trade visitors to come to stand G155.

### **A boost for ecological sustainability: The ‘forest championship’**

In Leipzig, this special interplay works – and sustainability is no exception. UEFA EURO 2024TM was the inspiration for the latest project: the ‘forest championship’. This major tree-planting campaign was initiated by Zoo Leipzig, the German Football Association (DFB), the company EURO 2024 GmbH and the German Ministry of the Interior. Their aim? To plant 2024 trees for each of the 51 European Championship matches in Germany – and become joint forest champions with 100,000 trees. For Leipzig alone, a total of 8096 trees were to be planted for the four matches to be played here. Many partners from the congress initiative generously supported Zoo Leipzig – by donating trees, of course! In March, the goal was reached and the last of the 8096 saplings were planted in the ground.

### **Sustainable collaboration: Leipzig’s ideas for the future**

The ‘forest championship’ is a good fit for Leipzig: the focus is on sustainability as an issue for the future – a common goal benefits from the special sense of togetherness in Leipzig. For example, sustainable mobility is part of everyday life and is discussed at conferences. Zoo Leipzig was awarded the 2023 German Sustainability Award. Several of Leipzig’s hotels are Certified Green Hotels. The trade fair company Leipziger Messe is certified according to Green Globe standards. And these are by no means all the examples with which Leipzig offers inspiration for sustainability in practice.

### **Strong team for convincing congress bids**

A glance at the congress calendar will show: Leipzig’s team spirit never fails to impress. The perfect example of this are large medical congresses with participants from all over the world, where renowned Leipzig players from the fields of medicine and research welcome their colleagues to Leipzig. And Leipzig really does have everything they need: locations such as the CCL provide the capacity and professional service required. The city itself supports bids in line with its cluster strategy. As a location, Leipzig has a strong commitment to sustainability. And all partners from the congress initiative will contribute to the success of the event. This

ensures a congress with satisfied organisers and delegates who love their experience of Leipzig and look forward to returning. What better advertisement could there be for a location?

**Meet in person at IMEX 2024**

If you want to find out more about Leipzig's special team spirit, the 'forest championship' and sustainable ideas for conferences in Leipzig, you should mark your calendars for IMEX. From 14 to 16 May, the Leipzig Convention Team and partners from the congress initiative will be in Frankfurt in person and look forward to seeing you at stand G155.

Find out more at [www.do-it-at-leipzig.com](http://www.do-it-at-leipzig.com)