

Size: 4.929 characters (inkl. spaces)

808 words

60 lines

Media contact:

Anja Eichhorn

(Senior-Project Manager Conventions)

Email: kongress@ltm-leipzig.de



PRESS RELEASE

(2024-04-29)

Venues in Leipzig That Will Surprise Organisers

When you think of Zoo Leipzig, you probably think of animals, and perhaps a family day out. But you could also think of conferences. And Porsche has more to offer than just fast, classy cars – namely space for special events. And where art and a former heating plant come together, there are also opportunities for unusual events. There are a number of venues in Leipzig that are good for a surprise.

Zoo Leipzig – Meetings with a jungle flavour

With around 630 animal species, Zoo Leipzig is one of the richest and most beautiful zoological gardens in Europe. As well as the amazing wildlife, you'll find some very special places to meet. From the South American flair of Hacienda Las Casas to the sprawling jungle adventure that is Gondwanaland: the zoo's conference and event venues score plenty of points for exoticism. And they are the perfect place for unusual breaks! At Gondwanaland, your conference delegates can explore the treetop trail or take a boat trip on the jungle river. And did you know that with its primeval rainforest, more than 24,000 tropical plants and around 300 exotic animals, Gondwanaland's tropical hall is the only one of its kind in Europe? Outside of regular opening hours, the zoo's doors are open to organisers for evening events. Dinner with a view of the savannah, a samba show or a zoo barbecue and campfire in the jungle village – Zoo Leipzig takes you on a journey through nature with international cultural and culinary highlights. Sustainability is a key consideration here – and for its particularly effective contributions to sustainable change, Zoo Leipzig was awarded the 2024 German Sustainability Award.

Porsche Experience Center Leipzig – Meetings with an adrenaline kick

Expect events with a lot of horsepower here: the Porsche Experience Center Leipzig offers organisers an exceptional setting for conferences and business events. Inside, the rooms are just as impressive as the diamond-shaped building that houses them. And the view of the

circuit is always included. It is one of the highlights of any event at Porsche. Either get behind the wheel yourself or sit alongside a professional driver for the on-road driving event. An unforgettable experience is also guaranteed when you go off-road. The challenges include a water ditch, a gravel track and a ramp with an 80 per cent gradient. The route also takes you past wild oxen and Exmoor ponies. As guardians of the landscape, these animals are part of a unique grazing concept on the site.

The venue also offers a glimpse into the heart of Porsche production. The Panamera and Macan are built in Leipzig – and the factory tour experience takes you from pre-assembly and drive to final assembly and finish. At the same time, it offers a glimpse into the future of electric mobility. In early 2024, the electric Macan was presented as the first fully electric Porsche. The Zero Impact Factory is designed to leave no environmental footprint in the future. As you can see, a conference at the Porsche Experience Center Leipzig will surprise your delegates in every way.

Kunstkraftwerk Leipzig – Industrial past meets digital present

Kunstkraftwerk Leipzig answers the question of how art fits into a former heating plant and what this has to do with conferences. Until 1992, fires burned in the heating plant's huge coal ovens. Today, the place is all about creativity and new ideas. What remains is the special charm of the historic industrial building. The machine hall and boiler hall have become exciting conference venues that are the perfect backdrop for unforgettable events. But it's not just gazing into the city's past that's impressive: the Kunstkraftwerk is known as a centre for digital art and culture. This is the home of immersive art. Guests are wowed by spectacular 360° video shows and dazzling worlds of colour. Audiovisual storytelling techniques immerse visitors in works of art, making them part of the art experience. These impressive exhibitions are the ideal addition to conferences. You can even use the modern panoramic projector technology for your own presentations.

Find exciting conference venues – Ideas from the Leipzig Convention Team

These three examples alone show that Leipzig is full of surprises. So it's well worth taking a closer look. If you are looking for more ideas for unusual venues or an interesting supporting programme, feel free to contact the Leipzig Convention Team directly by phone or email.

Meet in person at IMEX 2024 in Frankfurt

Leipzig's stand at IMEX 2024 promises to be as surprising as the conference destination. Take our word for it, it is well worth a visit to stand G155 in Frankfurt from 14 to 16 May. The Leipzig Convention Team will also be joined by representatives from Zoo Leipzig and the Porsche Experience Center Leipzig, who are looking forward to meeting you.

Find out more at www.do-it-at-leipzig.com