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PRESS RELEASE

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Leipzig: All roads lead to sustainability

Leipzig is taking big steps towards becoming a carbon-neutral city – a goal it hopes to achieve by 2040. In order to achieve sustainable mobility for all, the milestones for 2023/24 include expanding public transport and the bicycle network. This project is transforming the urban environment on an almost daily basis, creating new ways for people to get around. The conference sector is also a major contributor to this evolution, with events providing important inspiration for the city's ambitious vision. Leipzig's appearance at IMEX 2023 from 23 to 25 May in Frankfurt will provide a compact overview of what makes Leipzig such an attractive conference destination.

The future of cycling: Velo-city 2023 Leipzig

It is no coincidence that two major international conferences that focus on sustainable mobility have chosen Leipzig. First off, the world cycling summit Velo-city 2023 Leipzig will take place here in May. Unlike any other event, Velo-city provides a global platform for knowledge exchange to promote active and sustainable mobility and policy transfer, bringing together cities, decision-makers, academics and industry leaders to shape the future of cycling. The motto in 2023 is Leading the Transition. Velo-city 2023 Leipzig is an excellent illustration of how the proverbial red carpet is rolled out for event organisers: after the city, Leipziger Messe and Leipzig Tourismus und Marketing GmbH joined forces to host Velo-city, they are now supporting the European Cyclists' Federation with sponsorship, exhibition, communication and more.

The OECD International Transport Forum, which will hold its Annual Summit at the Congress Center Leipzig at the end of May, has also relied on the diverse services of the venue, the convention bureau and the city for years. In 2023, the world's largest gathering of transport

ministers and most important event on global transport policy will be dedicated to the theme of Transport Enabling Sustainable Economies.

Attractive destination for medical industry meetings

As it happens, the city is also keen to ensure that its economic growth is sustainable, investing in promising industries that are already successful in Leipzig. This will include the creation of a new innovation centre for biotechnology and the life sciences, which will actively support innovative start-ups, makerspaces and more, for example by providing subsidised premises and professional support. All this in close proximity to the successful BIO CITY technology and incubation centre. Leipzig's reputation in the field of biotechnology has long been reflected in its conference and congress calendar, and the city's attractiveness to organisers of medical industry meetings continues to grow as a result of such investment.

Pay the conference destination Leipzig a visit at IMEX 2023 at stand F 150.

Further information:

www.do-it-at-leipzig.com

communication channels:

www.linkedin.com/company/leipzig-tourismus-und-marketing-gmbh

www.youtube.com/LeipzigTourismus

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