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PRESS RELEASE

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Experience the Leipzig Lifestyle at IMEX

Leipzig is on everyone's lips: it is Germany's fastest growing city. It is one of the top three most dynamic cities in the country and also performs well internationally, according to the fDi European Cities and Regions of the Future 2024 ranking. Here, the Leipzig economic region came third in the Small European Regions of the Future category. Not to mention another survey by the EU Commission, which ranks Leipzig as the fourth most liveable city in Europe. Visitors to IMEX in Frankfurt from 14 to 16 May can find out what makes Leipzig so special. The congress initiative "Feel the spirit ... do-it-at-leipzig.de" awaits you at stand G155 with Leipzig's special outlook on life – the ideal opportunity to talk about the wide range of options for conferences and congresses.

Breathe in. Breathe out. Feel at home.

Leipzig is always good for a surprise, so why not at IMEX? At the centre of the hustle and bustle of the trade fair, the Leipzig stand is a place to take things easy. It's quite simple: breathe in. Breathe out. Feel at home. Leipzig ambassador TAMMI will be offering yoga where visitors can enjoy a few moments to themselves. Take a couple of minutes to breathe deeply and slow down. But the Leipzig stand will also ensure that things continue with the necessary momentum afterwards. The Impegia team will be preparing exquisite coffee on site, using high-quality sustainable and fair-trade beans. The Leipzig-based start-up also uses climate-friendly roasting, reusable packaging to reduce waste and emission-free delivery of all orders in the Leipzig region. This makes the coffee not only a special treat, but also a model of sustainability in action. And there are many more of those in Leipzig. From sustainable mobility in the city and the commitment to a better urban climate, to the many sustainable initiatives thought up by conference hotels and venues – it's well worth striking up a conversation at the Leipzig stand.

Exploration and experiences after your congress

What makes Leipzig such a great place to live also makes it an attractive destination for conference and congress delegates. Not only does the city have a wide variety of venues, hotels of all categories and the right infrastructure for conferences of all types and sizes. For social, evening and leisure activities after your technical programme, the city offers a wealth of history, culture, tourism and culinary delights that are just waiting to be experienced. From the city centre, with its historic sites such as the Churches of St Thomas and St Nicholas, it's a stone's throw to the various districts, each with its own character, or out into the countryside or to the water. It is this combination of urban flair and proximity to nature that makes Leipzig such a great place to live.

Host city: Hospitality and teamwork in the event sector

Many thousands of guests from all over Europe will see this for themselves this summer, as Leipzig is one of the ten host cities of UEFA EURO 2024™. Four of the tournament's matches will be played here, accompanied by a huge festival of football in the heart of the city. As well as top-class football, fans can also look forward to Leipzig's hospitality and outward-looking attitude. Preparations have been well underway for some time and this is another of Leipzig's specialities: team spirit. When it comes to professional event preparation, we have an experienced, motivated and well-connected team at your disposal. Organisers of conferences and congresses in Leipzig can also benefit from this team spirit. The congress initiative "Feel the spirit... do-it-at-leipzig.de" is a network of around 50 partners who work together to promote Leipzig as a place to meet. It includes venues and hotels as well as service agencies, PCOs, mobility partners and more. This network is also behind the Leipzig stand at IMEX. 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 are all taking part in the joint trade fair stand.

Teaming up for sustainability

The partners of the congress initiative demonstrate their special teamwork not only at conferences and congresses, but also in their commitment to greater sustainability. UEFA EURO 2024™ was their inspiration for 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. To kick things off, the goal was to plant 2024 trees for each of the four European Championship matches in Germany. But the idea also caught on in the other host cities and the target is now 2024 trees for each of the 51 matches across the country. Thanks to the active support of many partners – who donated trees, of course – the goal has already been reached in Leipzig. The last of a total of 8096 trees were planted in March, to establish a mixed forest that will be rich in structure and species, adapted to the site and climate-resilient. The collaboration of many partners is helping to

create a future worth living in – another theme that IMEX visitors can learn more about at the Leipzig stand.

Home of innovative, forward-thinking ideas

And there's more – with the coffee experts from Impegia, you can see a successful Leipzig start-up in action at the Leipzig stand. Its story is a textbook example of how Leipzig offers the best conditions for innovative ideas and budding businesses. An important part of this is the fact that players from all over the world come to Leipzig for conferences and congresses, making a vital contribution with their experience and expertise and taking ideas from Leipzig out into the world. It's all the more reason to stop by for a coffee at stand G155.

Pay the conference destination Leipzig a visit at IMEX 2024 at stand G155.

Further information: www.do-it-at-leipzig.com