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## PRESS RELEASE

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# Sustainably successful: The conference destination Leipzig

Leipzig stands for unforgettable events, and with its variety of ideas is a fantastic destination for sustainable conferences. Visitors to IMEX 2022 from 31 May to 2 June in Frankfurt will experience what this can mean in practice. At the most important trade fair for the international congress, meeting, events and incentive sector, Leipzig Tourismus und Marketing (LTM) GmbH and partners from the congress initiative “Feel the spirit...do-it-at-leipzig.de” will invite you to enjoy a complimentary sustainable coffee – and that’s not all.

### **Championing zero waste and climate neutrality**

Two recent initiatives show how serious the city is about sustainability: for example, Leipzig wants to be the first eastern German city to be awarded the title of “Zero Waste City”. In order to achieve this, in the long term it will reduce the waste it produces by half. Moreover, Leipzig is setting a good example for the rest of Europe: it has just been selected to participate in the “100 climate-neutral and smart cities by 2030” initiative. It is one of a total of 100 municipalities across Europe that are developing climate neutrality plans to serve as a blueprint for climate protection for all European cities. A total of 377 EU cities applied for support and EU funding to achieve climate neutrality by 2030.

### **Just follow the Leipzig lettering**

Leipzig’s IMEX stand itself has been designed to reflect sustainable trends, such as reusing materials and upcycling. Leipzig already attracted a lot of attention here in the past with a converted shipping container, and is relying on this special eye-catcher with urban charm once again in 2022. Visitors to IMEX will be welcomed with specialities “Made in Leipzig”. Freshly

brewed coffee will be served in reusable porcelain cups, giving visitors a nice Leipzig souvenir to take home with them. Guests can also tuck into a piece of “Kalter Hund”. Anyone who isn’t familiar with this sweet snack, whose name literally means “cold dog”, should definitely stop by at stand F150. The illuminated Leipzig lettering will be visible from afar.

**Plan your “visit to Leipzig” at IMEX now**

The converted shipping container will be accompanied by creative upcycling ideas, such as rain barrels that have been transformed into islands for informal chats. Visitors are also invited onto the roof of the container to enjoy a special view of the trade fair action and to be inspired by Leipzig. Representatives from the Convention Bureau of Leipzig Tourismus und Marketing GmbH, Congress Center Leipzig, Porsche Leipzig and Zoo Leipzig, The Westin Leipzig and Leipzig Marriott Hotel are looking forward to discussing the city’s diverse conference facilities. In order to allow sufficient time for all visitors, we recommend making an appointment in advance.

**Pay the conference destination Leipzig a visit at IMEX 2022 at stand F150.**

Further informationen:

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

communication channels:

[www.linkedin.com/company/leipzig-tourismus-und-marketing-gmbh](https://www.linkedin.com/company/leipzig-tourismus-und-marketing-gmbh)

[www.youtube.com/LeipzigTourismus](https://www.youtube.com/LeipzigTourismus)

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