



**BREMEN**  
LIVE IT!

right here

**THE LOCATION. THE COMPETENCE.**

**MESSE BREMEN and CONGRESS BREMEN**



# Contents

- Key industries in Bremen ..... 4
- Location ..... 6
- Welcome to CONGRESS BREMEN and MESSE BREMEN ..... 8
- Our flexible site ..... 9
- Overview of our halls ..... 10
- References ..... 16
- Partners of CONGRESS BREMEN and hotels ..... 18
- Contact ..... 19

**Photo credits:**

Jan Rathke/MESSE BREMEN (Page Titel, 5, 6, 8, 15, 19); Jens Lehmkuhler/MESSE BREMEN (Page 6); Frank Pusch/WFB Wirtschaftsförderung Bremen GmbH (Page 2, 4, 5, 6); Michael Bahlo/WFB Wirtschaftsförderung Bremen (Page 18); Jonas Ginter/BTZ Bremer Touristik-Zentrale/WFB Wirtschaftsförderung Bremen (Page 4, 7); Horst A. Friedrichs (Page 3)

**Success stories were provided in each case by:**

Mike Robinson, Trans-Global Events/Birgit Kinkeldey, Zarm / Nick Davison, ITE Group

Parts of the text have been made available for this brochure with the kind permission of the WFB Wirtschaftsförderung Bremen GmbH.

## Bremen: feels right next door

**With everything we do, we go the extra mile for you.**

The distances to and within Bremen are short: Flights from London to Bremen take just over an hour. Then it's about eight minutes from the airport to the city center, where our exhibition center is located. An excellent range of appealing hotels and a historic city center warmly welcome guests from all over the world. Our exhibition grounds also speak for

themselves: 40,000 square meters, seven halls, state-of-the-art technology and a flexible Congress Center. See for yourself - with this handy brochure or in our virtual walk on our website. We look forward to seeing you!

**Hans Peter Schneider**  
Managing Director M3B GmbH



# Bremen – A city state primed for success

The Bremen region may be relatively small, but what it lacks in size it more than makes up for in its capacity for innovation, its commercial strength and its entrepreneurial spirit. This cosmopolitan city state has expertise in the maritime economy / logistics, wind energy, automotive and aerospace – and is a global player in all of them.

## Aeronautics and aerospace industries

Considering the number of residents, Bremen has the highest employment density in the aerospace sector in Germany. Primary industry leaders are the Airbus Group, Rheinmetall Defence Electronics, OHB and their suppliers. Cutting-edge research in Bremen supports the industries sustainably and major products from Bremen are the wings of the Airbus aircraft, the Ariane upper stages or the satellite navigation system GALILEO.

## Automotive industries

Bremen can look back on a long history as an automotive city. The first car plant in Bremen opened in 1906, and its first

customer was none other than Kaiser Wilhelm II. Bremen has been a centre of automotive production for almost as long as cars have been around. Its strong and efficient automotive network comprises more than 40 suppliers, while around 17,000 people work in the industry across the Bremen region. The Mercedes-Benz plant, the city's biggest private employer, makes up to 400,000 vehicles every year (as at 2020) and is the main global plant for the C-Class range.

## Digital / Industry 4.0 / AI

As one of Europe's leading locations for artificial intelligence and 3D printing, the state of Bremen attracts digital companies and trains highly qualified special-

ists. Industry 4.0 is being driven forward here by a combination of innovative industrial companies, a strong IT sector, scientific institutes carrying out fundamental research, and projects geared to real-life applications. Bremen, as one of the ten largest industrial hubs in Germany, is in an excellent position to capitalize on this trend.

## Food and beverages

When it comes to food and drink, Bremen is a capital of brands – world brands such as Beck's and Mondelez have their headquarters here. The food industry accounts for around 30 percent of all Bremen's imports and just under ten percent of its exports. It employs around 10,000 people in 250 companies in the state of Bremen. In addition to coffee, refreshing beer and of course fresh fish play a major role.

## Maritime industry and logistics

In terms of its geography, economy and its culture, the Bremen region has close connections with the sea. Thanks to its favourable location on the Weser river and North Sea and its centuries of history as a Hanseatic trading power, Bremen has become one of the most important locations in Germany and around the world for the maritime economy. The fourth-largest container port in Europe (second-

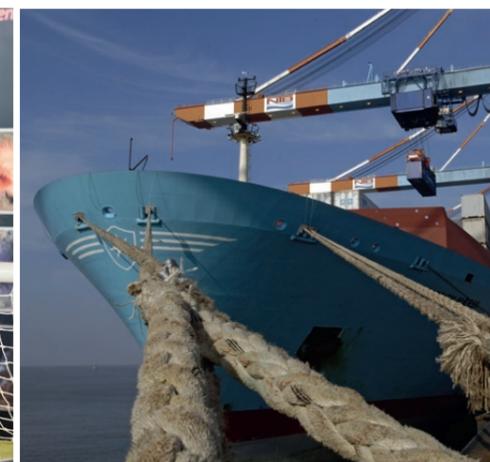
largest in Germany) handles huge volumes of goods, which are processed and transported by some 40,000 people working for more than 1,300 companies across Bremen and Bremerhaven.

## Start-ups

Bremen offers an ideal environment for new businesses. A vibrant start-up scene has become established in innovative parts of the city such as Bremen Airport-City, Überseestadt and the Technology Park. Here you'll find everything from co-working spaces to regular networking events such as the start-up weekends. This ecosystem, which allows new businesses to thrive, is actively supported by Bremeninvest and its many partners in the STARTHAUS network.

## Wind energy

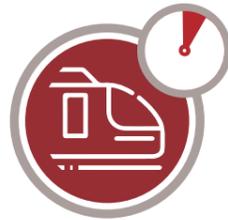
Bremen plays a key role in wind energy. Wind turbines and wind parks have been designed and built in Bremen since 1990. Many of the industry's pioneering companies have based themselves here and form a strong network that covers all aspects of the value chain. Today more than 80 companies and institutes employ more than 3,000 people across the industry, with approx. half of them working in offshore wind energy in Bremen and Bremerhaven.



# Getting here from all over the world



from the airport only a **15-minute** taxi ride away or take the number 6 tram  
Direct flights from many major European cities



from the central station only a **5-minute** walk away  
Train connections every hour and almost 50 ICE and IC connections daily



by bus and tram  
The buses 24, 26 and 27 – as well as trams 5, 6 and 8 travel to our venue



by car  
2,500 parking spaces as well as a multi-story car park with 260 spaces

# The city of short journeys

Bremen is characterised by all things maritime – local industry, science and also daily life. The Weser promenade Schlachte is, for example, one of the most popular promenades in the Hanseatic city, also offering numerous restaurants.

As you can see in the map below, MESSE BREMEN and CONGRESS BREMEN are in the heart of the maritime Hansa town. Also within short walking distance are the Bürgerpark, city centre and Weser promenade Schlachte.



to the Bürgerpark only a **4-minute** walk



to the City Center only a **15-minute** walk



to the Weser promenade Schlachte only a **20-minute** walk



# Welcome to MESSE BREMEN and CONGRESS BREMEN

MESSE BREMEN and CONGRESS BREMEN are your reliable partner and have many success stories to tell.

## MESSE BREMEN

Trade fairs, congresses, sport, music, entertainment, corporate events, galas – in the heart of the Free Hanseatic City of Bremen, MESSE BREMEN provides a space for business, change, discussion and entertainment. Six halls as well as the ÖVB-Arena together offer a covered area of 40,000 square metres.

Are you planning on holding an unforgettable event or want to create the perfect setting for your trade fair? We advise you and you benefit from our many years' experience, expertise and networks.

## CONGRESS BREMEN

Transforming your ideas into a great event: In close cooperation with you, the CONGRESS BREMEN team puts together the perfect package for your event at our venue. Our smallest room covers 51 square metres, our largest hall more than one hectare. That provides space for everything. You will find the right solution for your needs. What's more, we organise events as sustainably as possible. CONGRESS BREMEN also offers a key advantage over other locations: Our site, comprising the Congress Centrum Bremen and the MESSE BREMEN & ÖVB-Arena, is easily accessible from the airport, the motorway and the central station.

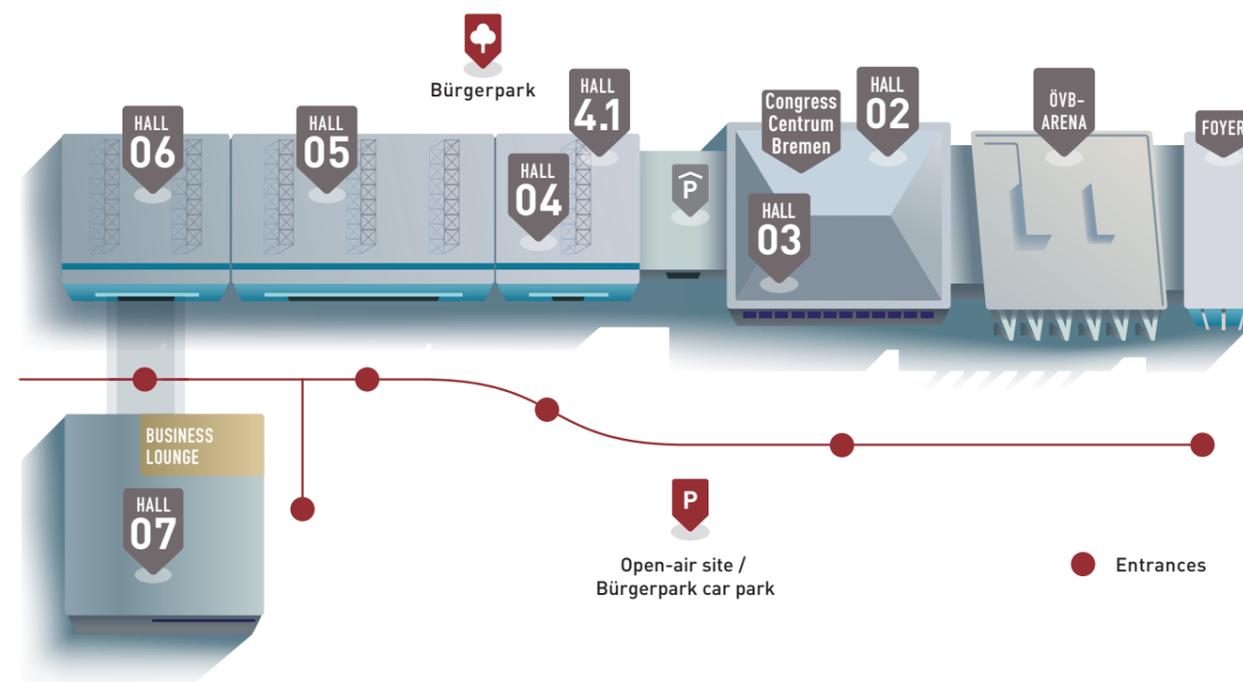


# Our flexible site

Impressed by its many playful details, one critic described the post-modernist Congress Centrum Bremen as an almost magical space.

Right next door is the ÖVB-Arena – originally the City Hall. Its distinctive columns are reflected in our logo. Halls 2 and 3 are on the lower floor of the Congress Centrum Bremen. The adjacent multi-storey car park and Halls 4 to 6 form a 250-metre row of buildings on the Northern perimeter of the Bürgerweide open-air site. Many rooms on the Bürgerpark side are

glass-fronted and filled with light. The multi-purpose Hall 7 built in 2002 completes the complex. Our Business Lounge is located on the top floor of this building. It can be booked together with Hall 7 and is ideal for exclusive get-togethers or smaller-scale discussion rounds. We offer you the appropriate, secure framework, hybrid solutions are also possible.



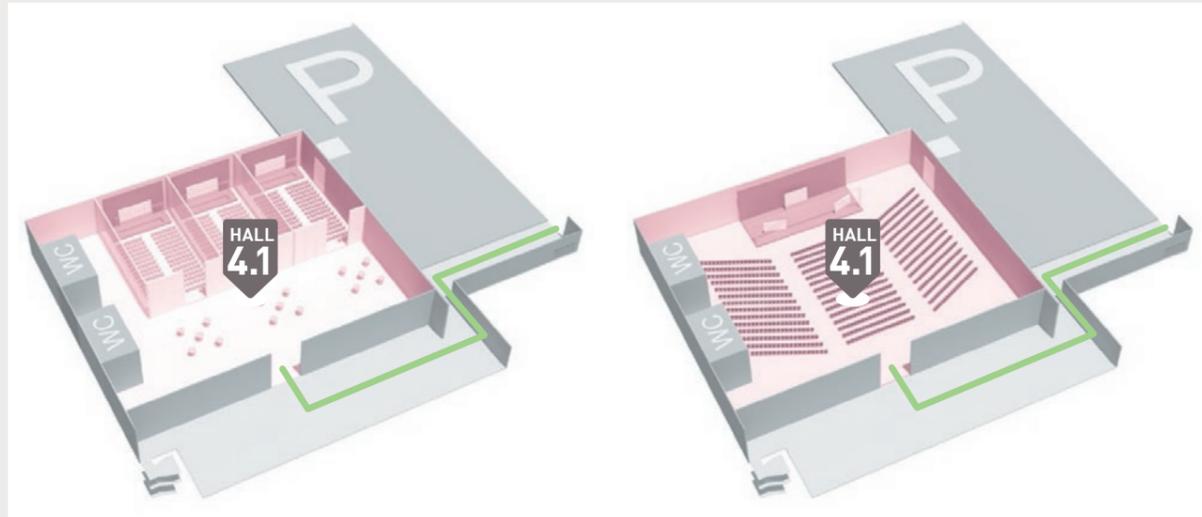
# Overview of our halls



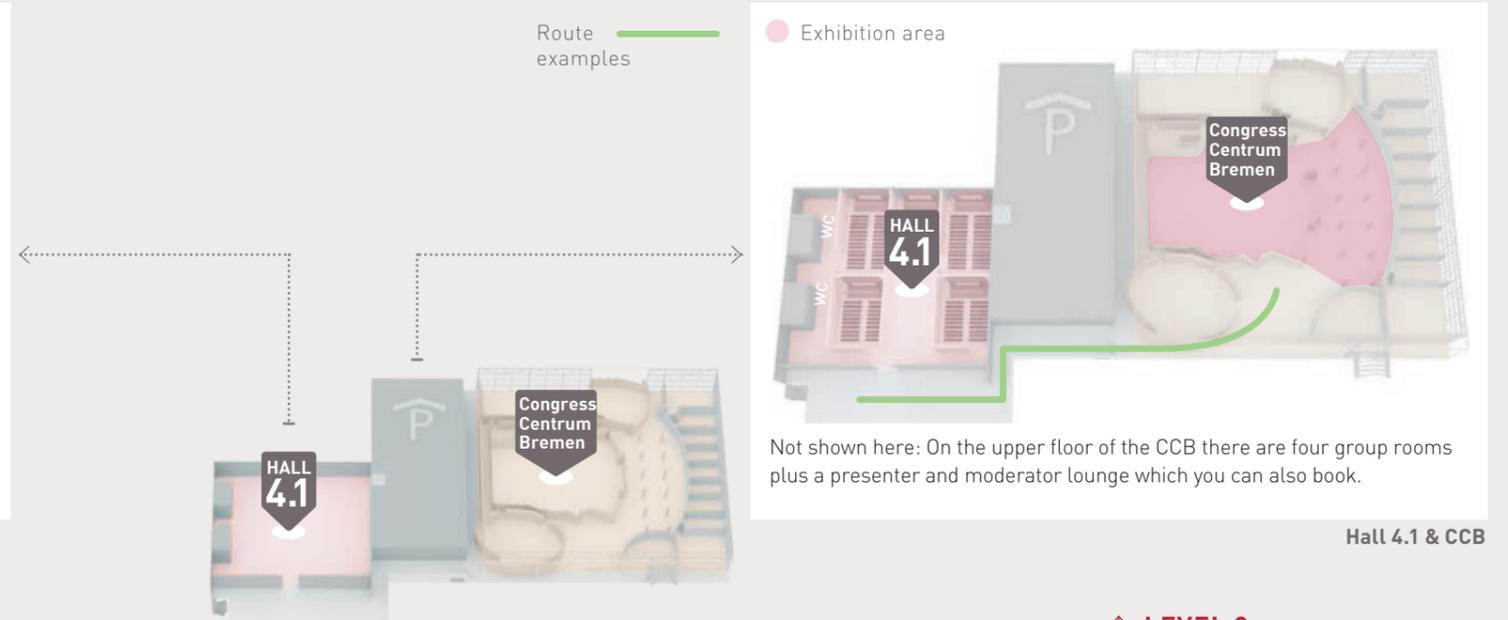
|  | ÖVB-ARENA<br>(HALL 1) | HALL 2              | HALL 3              |  | HALL 4.0            | HALL 4.1               | HALL 5               | HALL 6             | HALL 7             |  |
|--|-----------------------|---------------------|---------------------|--|---------------------|------------------------|----------------------|--------------------|--------------------|--|
| <b>SIZE</b>                                      |                       |                     |                     |  |                     |                        |                      |                    |                    |  |
| EXHIBITION SPACE (total m <sup>2</sup> )         | 2,800                 | 2,000 <sup>02</sup> | 1,750 <sup>02</sup> |  | 4,300 <sup>02</sup> | 2,100                  | 10,300               | 4,800              | 4,000              |  |
| LENGTH (in metres)                               | 77                    | 66                  | 70                  |  | 54.5                | 54.5                   | 117.5                | 54.5               | 75                 |  |
| WIDTH (in metres)                                | 40                    | 29.5                | 23.5                |  | 79.5                | 39.5                   | 88                   | 88                 | 54                 |  |
| INSIDE HEIGHT (in metres) <sup>01</sup>          | 19.4 – 22             | 4.7                 | 2.45 – 3.1          |  | 5.1 – 12            | 4.7                    | 12                   | 12                 | 12                 |  |
| FOYER (total m <sup>2</sup> )                    | 1,100 m <sup>2</sup>  | -                   | -                   |  | 980 m <sup>2</sup>  | 650 m <sup>2</sup>     | 1,100 m <sup>2</sup> | 550 m <sup>2</sup> | 720 m <sup>2</sup> |  |
| <b>ON-SITE LOCATION</b>                          |                       |                     |                     |  |                     |                        |                      |                    |                    |  |
| LEVEL  | TRADE SHOW            | TRADE SHOW          | TRADE SHOW          |  | TRADE SHOW          | CONGRESS               | TRADE SHOW           | TRADE SHOW         | TRADE SHOW         |  |
| CONNECTION TO CONGRESS HALLS                     | FOYER                 | FOYER               | DIRECT              |  | FOYER               | FOYER                  | FOYER                | FOYER 4 / 5        | -                  |  |
| <b>SEATING</b>                                   |                       |                     |                     |  |                     |                        |                      |                    |                    |  |
| WITHOUT SEATING                                  | 14,000                | 2,500               | -                   |  | 5,500               | 2,200                  | 11,000               | 5,500              | 6,280              |  |
| WITH SEATING                                     | 10,445                | -                   | -                   |  | 2,000               | 1,750                  | 5,000                | 2,000              | 3,401              |  |
| PARLIAMENTARY SEATING                            | 1,100                 | -                   | -                   |  | 1,000               | 850                    | 2,500                | 1,000              | 1,500              |  |
| BANQUET SEATING                                  | 2,000                 | -                   | -                   |  | 1,850               | 1,000                  | 4,000                | 1,850              | 2,000              |  |
| <b>DELIVERY AREA/DOORS</b>                       |                       |                     |                     |  |                     |                        |                      |                    |                    |  |
| WIDTH (in metres)                                | 4.1                   | 4.1                 | 5.0                 |  | 5.5 <sup>04</sup>   | -                      | 5.5 <sup>04</sup>    | 5.5 <sup>04</sup>  | 5                  |  |
| HEIGHT (in metres)                               | 4.2                   | 4.2                 | 2.4                 |  | 5.2 <sup>04</sup>   | -                      | 5.2 <sup>04</sup>    | 5.2 <sup>04</sup>  | 4.2                |  |
| LIFTS  | PASSENGER LIFT        | -                   | -                   |  | -                   | PASSENGER & GOODS LIFT | -                    | -                  | PASSENGER LIFT     |  |
| <b>TECHNICAL INFRASTRUCTURE</b>                  |                       |                     |                     |  |                     |                        |                      |                    |                    |  |
| FLOORING   | ASPHALT               | ASPHALT             | ARTIFICIAL STONE    |  | ASPHALT             | ARTIFICIAL STONE       | ASPHALT              | ASPHALT            | ASPHALT            |  |
| FLOOR/AREA LOAD CAPACITY (in kN/m <sup>2</sup> ) | 150                   | 150                 | 150                 |  | 150                 | 5 <sup>03</sup>        | 150                  | 150                | 150                |  |
| WINDOWS/GLAZED WALL                              | -                     | -                   | ✓                   |  | ✓                   | ✓                      | ✓                    | ✓                  | ✓                  |  |
| LIGHTING (light value in lux)                    | 1,300                 | 300                 | 250                 |  | 300                 | 300                    | 300                  | 300                | 1,300              |  |
| VENTILATION                                      | VENTILATED            | VENTILATED          | VENTILATED          |  | AIR CONDITIONED     | AIR CONDITIONED        | AIR CONDITIONED      | AIR CONDITIONED    | AIR CONDITIONED    |  |
| SPRINKLER SYSTEM                                 | -                     | -                   | -                   |  | ✓                   | ✓                      | -                    | -                  | -                  |  |
| MEDIA SUPPLY <sup>05</sup>                       | L/S/M                 | L/S                 | L/S                 |  | M                   | L/S                    | M                    | M                  | L/S/M              |  |

01 / Restrictions due to ventilation not taken into account · 02 / Area restrictions due to supports

03 / No industrial trucks permitted except on access roads with maximum traffic load of 30 kN/m<sup>2</sup> according to DIN 1055 · 04 / Hollerallee entrance · 05 / L = loose cables; S = supply points; M = media channels



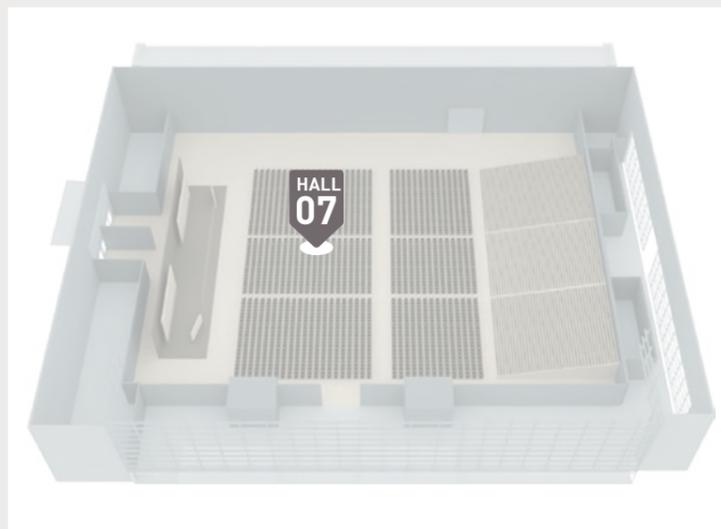
Hall 4.1



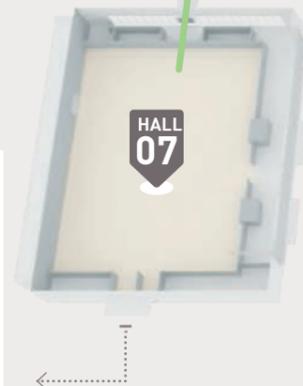
Hall 4.1 & CCB

Our halls are deliberately designed in different sizes so you can find the ideal room for your event without any need for building alterations. We will be happy to offer you tailored design and seating options. Here you can find a selection of alternatives available.

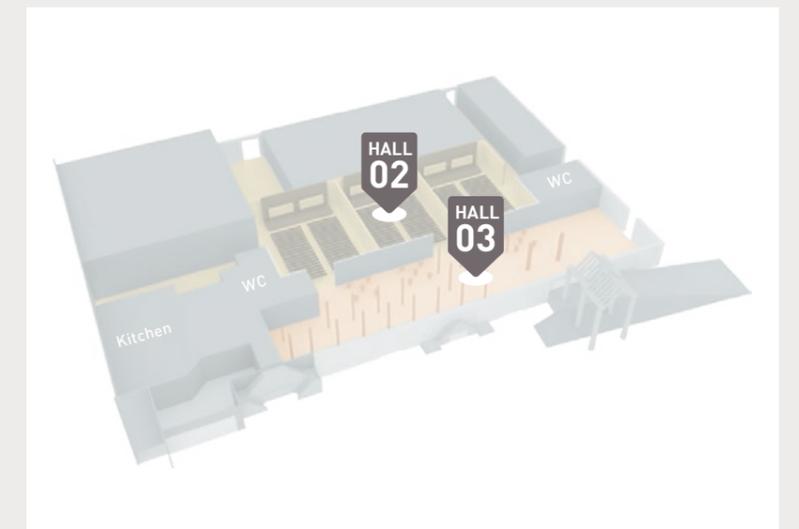
LEVEL 1 ↓



Hall 7



Hall 5



Hall 2 & 3

↑ LEVEL 2

# Overview of the Congress Centrum Bremen



Visit our virtual tour of the Congress Centrum Bremen

| NAME                    | m <sup>2</sup> | SEATING ROWS | PARLIAMENTARY | BANQUET |
|-------------------------|----------------|--------------|---------------|---------|
| HANSE HALL              | 1,100          | 1,300        | 750           | 800     |
| HANSE GALLERY           | 370            | 300          | 210           | 200     |
| HANSE HALL WITH GALLERY | 1,470          | 1,600        | 960           | 1,000   |
| FOYER                   | 1,730          | -            | -             | -       |
| KAISEN HALL             | 428            | 450          | 300           | 300     |
| BORGWARD HALL           | 375            | 410          | 240           | 240     |
| FOCKE-WULF HALL         | 252            | 200          | 130           | 150     |
| LLOYD HALL              | 200            | 170          | 100           | 120     |
| SALON FRANZIUS          | 100            | 80           | 50            | 60      |
| SALON SCHAROUN          | 100            | 70           | 40            | 50      |
| SALON OSLO              | 76             | 60           | 35            | 40      |
| SALON ROSELIUS          | 82             | 70           | 40            | 45      |
| SALON BERGEN            | 87             | 70           | 40            | 45      |
| SALON LONDON            | 90             | 80           | 45            | 60      |
| SALON GDANSK            | 90             | 100          | 60            | 70      |
| UPPER FLOOR / FOYER     | 300            | -            | -             | -       |
| GROUP ROOM 1            | 70             | 40           | 20            | -       |
| GROUP ROOM 2            | 51             | 25           | 15            | -       |
| GROUP ROOM 3            | 80             | 45           | 30            | -       |
| GROUP ROOM 4            | 103            | 80           | 50            | -       |

## EASILY COMBINABLE WITH FLEXIBLE ROOMS IN HALL 4.1, FOR EXAMPLE:

|                 |     |     |     |   |
|-----------------|-----|-----|-----|---|
| HALL 4.1 ROOM 1 | 250 | 234 | 106 | - |
| HALL 4.1 ROOM 2 | 300 | 288 | 140 | - |
| HALL 4.1 ROOM 3 | 210 | 199 | 96  | - |
| HALL 4.1 ROOM 4 | 300 | 288 | 140 | - |
| HALL 4.1 ROOM 5 | 250 | 234 | 106 | - |

Further rooms can be set up in other halls.



# Bremen's success stories

Our teams organise events of all sizes in our halls and beyond and the word has spread. Professionals from all over the world as well as people from the local region meet here.



**Birgit Kinkeldey**  
Head of Corporate Communication,  
Centre of Applied Space Technology and Microgravity



**Professionalism and creativity of the MESSE BREMEN employees**

When we organised big international aerospace conferences with more than 3,000 participants in 2003 and 2010, we expected, with MESSE BREMEN, a partner at our side who was skilled in all respects. The professionalism and creativity of its employees made a significant contribution to ensuring that our events received such positive international feedback. When we welcomed more than 4,000 guests in Bremen in 2018, we were already a well-rehearsed team and there was therefore no doubt that we were able to rely on the support of MESSE BREMEN 100 per cent.



**Mike Robinson**  
CEO Trans-Global Events



**Excellent facilities**

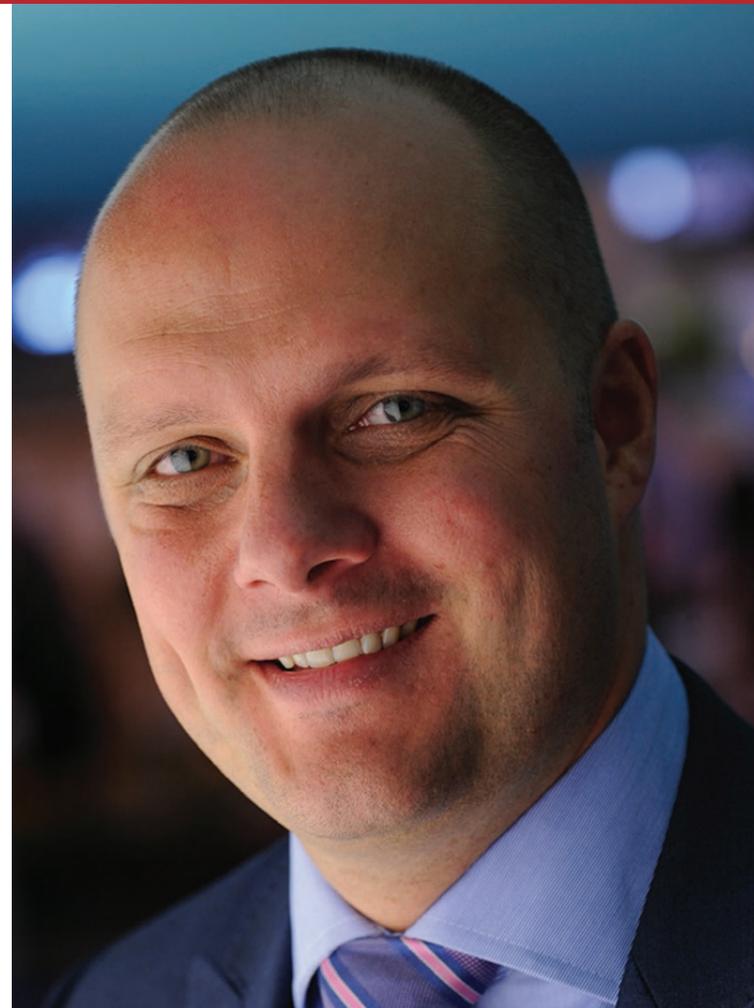
After almost 2 years of no events due to the Covid pandemic, we were thrilled to welcome almost 3,000 international visitors to Messe Bremen for our Hydrogen Technology Expo Europe. From start to finish the team in Bremen were a pleasure to work with, it was like our industry had never stopped. Combined with excellent facilities, and many industrial companies in the local area, MESSE BREMEN was the perfect venue to host our event. We are very excited to be returning again in 2022!

**Nick Davison**  
Portfolio Director,  
ITE Group



**Skilled, committed organisation**

With the Breakbulk Europe, we were a guest in MESSE BREMEN for the first time in 2018 and in the run-up to this we did ask ourselves what we could expect here. Our exhibition is the biggest in its sector in the world and during the 12 wonderful years in Antwerp it attracted thousands of industry professionals – would it be possible to top this? Yes, without a doubt! We were, in fact, able to welcome more than 9,500 visitors, a growth of 26 percent. This is, in particular, thanks to the exhibitors and the skilled, committed organisation.



# We look forward to seeing you in Bremen

The team of CONGRESS BREMEN and the Bremen Convention Bureau are there for you. We support you with our experience, expertise, and passion. Our goal is to work with you to make your event a perfect success.

## You don't have to walk far after a long day at the congress

5,000 beds are available near the trade fair centre, 261 of which are in the Maritim Hotel with direct access to the Congress Centrum Bremen. In total, the city offers more than 10,000 beds for weary travellers to rest their heads. Many hotels offer more than just a good night's sleep: for example wellness facilities, a cosy bar or a restaurant. From five-star-plus hotels to hostels – in Bremen you will find the right accommodation for you. You can snuggle up in a bunk or sleep under a sloping ceiling in Bremen's smallest hotel in the Schnoor.

## Bremen Convention Bureau Comprehensive service "Made in Bremen"

Do you require hotel rooms for your event? A good idea for your evening programme? Maybe you would like to take a look behind the scenes of a company in Bremen, or offer your event participants a varied accompanying programme? The Bremen Convention Bureau, part of the WFB Wirtschaftsförderung Bremen GmbH, is your expert partner and supports you with an all-round event management service.

### This includes:

- Independent, individual consultation
- Overall budget and financial management plans
- Purchasing and management of hotel contingents
- Registration of participants in a professional software
- Establishment and staffing of a conference office

### You can rely on fast, uncomplicated cooperation with us:

Bremen Convention Bureau  
T +49 (0) 421 30800 - 16  
convention@bremen-tourism.de

### Dedicated to service

We answer all your questions – not just about our site. If you require a full service package, we provide technical manuals and order forms, site measurement, or technical coordination. If you wish, we can also take care of the entire exhibition organization. We will also be happy to advise you on your local marketing and public relations work.

### Excellent partners for event organization

In Bremen, everything is close at hand. If you require service providers, we can give you suggestions. We have concluded framework contracts with local providers that guarantee the best prices, good local knowledge, and reliable, fast performance. We also cooperate closely with the Bremen Convention Bureau and many other partners in Bremen.

### High-quality catering guaranteed

Catering in the halls is provided by geschmackslabor messe & eventcatering GmbH. Over 90 highly motivated employees,

600 square metres of kitchen space with state-of-the-art equipment and countless ideas come together to offer you sophisticated, healthy catering – whether buffet or BBQ, set meal or finger food. In the Congress Centrum, the Maritim Hotel provides excellent catering.

### Always on trend

We continually develop our facilities further, with a focus on sustainability, multi-functionality, and the best technical equipment. Take for example energy consumption: Today we consume around one million kilowatt-hours less energy than previously – despite hosting many more events. We have acquired new room divider systems and expanded our WiFi network for you in all areas. As flexible as our areas and rooms are, as well we are prepared for the current challenges. Whether live or hybrid, we create the right setting for every need.

It's not only our areas and spaces that are flexible. We also respond flexibly and professionally to current challenges. Whether in-person or hybrid event, we create the right setting for every requirement.



Contact: Kordula Grimm · Head of Division  
T +49 (0) 421 3505 - 457 · congress@messe-bremen.de



MESSE  
BREMEN



CONGRESS  
BREMEN

**M3B GmbH**

Findorffstr. 101

28215 Bremen, Germany

T +49 421 3505 – 457

F +49 421 3505 – 15454

**messe-bremen.de**

congress@messe-bremen.de

**congress-bremen.com**

MESSE BREMEN



CONGRESS BREMEN

