

Press Release of September 2011

## BIENVENUE À L'AXICA

### A NEW MEMBER JOINS THE EVENT, CATERING & SERVICES TEAM

Anne-Lise Méreau was born in Le Mans and as well as offering her much needed support to the team she will be additionally focusing on the French event market with the aim of attracting more business into Berlin and the axica. Anne-Lise graduated from Kempten College of Hotel Management and Gastronomy in Germany before going on to study further for her Masters in Angers (France). She then worked for a variety of cultural projects in her home country of France and Canada. More recently she worked for a major event agency in Berlin.

„It is very interesting to learn about event organization from a completely different perspective“, she says. 'The axica is truly a special location with its own particular flair. The multi-cultural team here also reflects the cosmopolitan nature of the city and is an important benefit to us when dealing with international clients, allowing us to better serve their requirements. What's more it gives me an opportunity to develop further the French market, which is something clearly close to my heart!“ she adds with a sparkle in her eye!

### THE AXICA

is a 100% subsidiary of the DZ BANK Group and embodies Berlin's most exclusive Conference and Convention Center. This stunning building, created by world renowned architect Frank Gehry, regularly plays host to conferences, congresses, award ceremonies and gala dinners for up to 700 guests.

The axica team accompanies every event from idea to implementation and can assist in creating technical, decorative and culinary concepts both in the Pariser Platz 3 as well as at other selected locations in the city.

1.406 signs

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