

Press Release of November 2011

## AWARD WINNING COLLEAGUES

### THE LOCATION AWARDS 2011 IN THE AXICA

The axica opened its doors on the 8<sup>th</sup> October to colleagues from the event industry on the occasion of the Location Awards 2011, an annual event now in its second year. Following on from its success last year, where the axica picked up the "Best Design Location" award, the axica offered itself as host to this increasingly popular event, rewarding as it does excellence amongst leading German event locations.

„We are absolutely delighted to be hosting this first class event.“ says axica’s Managing Director Jochen A. Lohmar. „Our guests are the crème de la crème of Germany’s event business and represent the country’s extremely wide spectrum of locations. As experts in their own fields we know they will pass a particularly critical eye over the proceedings, but this is exactly the kind of challenge we love to rise to. Moreover, we strongly believe it is important to exchange ideas amongst our peers and share with them trends and developments in the market as we can all learn a lot from each other. Lastly, hosting such an event can work as a great word-of-mouth multiplier and we are confident that many will carrying on talking positively about this event for weeks and months to come.“ He adds with a cheeky wink.

### THE AXICA

Is a subsidiary of the DZ BANK Group and embodies one of Berlin’s most exclusive Conference and Congress Centres. The stunning architecture created by the world renowned Frank O. Gehry regularly plays host to congresses, seminars, award ceremonies and gala dinners for up to 700 guests. The axica team accompanies each and every event from the idea through to the implementation and assists in the creation of technical, decorative and culinary concepts in house as well as catering at selected locations within the city.

1.528 signs

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