

Press Release of February 2011

AXICA THINKS GREEN, ESPECIALLY CUISINE

Over the last years axica has been actively addressing the subject of sustainability in events, in particular "green meetings". Initially the focus was on fine tuning the existing "hardware", the modern and architecturally unique building and the refurbishment of the kitchens and equipment. Now the green spotlight is being shone on the „software“.

Currently the cuisine on offer is virtually all regionally sourced produce and Chef de Cuisine Mirko Lummert is personally involved in the selection of all suppliers. For example the use of organic herbs and spices has long been standard practice in the axica. And from now on the same consistent approach is being extended to the drinks menu: Only mineral waters sourced in neighbouring state Brandenburg will be served, similarly only wines produced in Germany or Europe will be served unless the client makes a special request to the contrary. Our wine menu has been recently extended to include a range of organic red wines. Our selection of teas has also been complimented with a wider range of organic brews.

All co-operation partners and suppliers have been invited to actively contribute to, and discuss their role in, the holding of „Green Meetings“ within the axica as well as to the wider topic of CSR (Corporate Social Responsibility). Our technical partner Satis & Fy for example use only organic plastic carpets for stage decoration which is completely bio-degradable and the wooden frames employed are also constructed using certified FSC timber (Forest Stewardship Council).

The axica Catering Team is also proud to maintain the high standards of environmental friendliness employed in - house when hosting events at other locations in Berlin.

There has also been a re-think within the marketing department. For example the axica glossy brochures are no longer quite so glossy, as a reduction in the gloss vastly improves the re-cyclability of the paper (of course, it goes without saying that all the information can also be obtained digitally via our upgraded web site). Conference pads are all fully recyclable too and for the last few years instead of sending Christmas cards or presents to our clients, we have donated the equivalent money to a school for under-privileged children in Berlin.

The internet platform of the Berlin Convention Office took the initiative last year to actively test those purporting green credentials on the internet platform www.berlin-green-meetings.com within the city and independent inspectors were sent from the Chamber of Commerce to carefully check claims made. Happily they were more than delighted with axica's results. A major contributor to this

Press contact

Christine Jost

Fon +49/30/2 02 41-664

Fax +49/30/2 02 41-670

presse@axica.de

axica

Kongress- und Tagungszentrum

Pariser Platz 3 GmbH

Pariser Platz 3

D-10117 Berlin

www.axica.de

result was the use of qualified service and kitchen personnel paid in accordance with union recommendations.

axica employees also take their sport seriously. Many ride to work and since 2007 the team runs and trains together for the annual "Company relay fun run" which takes part in June. Here too the team rises to the challenge and have become consistently faster with each consecutive year!

Nina Ostheeren, the person responsible for CSR within the company, takes these matters very much to heart and is constantly looking for ways and measures which can be implemented to improve our carbon footprint and to make better use of resources. Participation in external events such as the Green Meetings & Events Conference held by the German Convention Bureau and the EWC (European Association of Event Centres) not only ensures our knowledge is kept up to date but also serves as an ideal opportunity to exchange ideas and information with colleagues.

The process is one of continuous improvement and further changes will no doubt be made in pursuit of the mutual interests of the axica and our clients.

THE AXICA

Embodies Berlin's most exclusive conference and congress centre. The stunning building created by world renowned architect Frank Gehry plays host to all manner of events including conferences, prize givings and gala dinners for up to 700 people.

The axica Team accompanies every event from the idea and planning to the implementation and advises on technical, decorative and culinary concepts both here in the axica and at other selected locations in Berlin.

3.601 signs

Press contact

Christine Jost

Fon +49/30/2 02 41-664

Fax +49/30/2 02 41-670

presse@axica.de

axica

Kongress- und Tagungszentrum

Pariser Platz 3 GmbH

Pariser Platz 3

D-10117 Berlin

www.axica.de